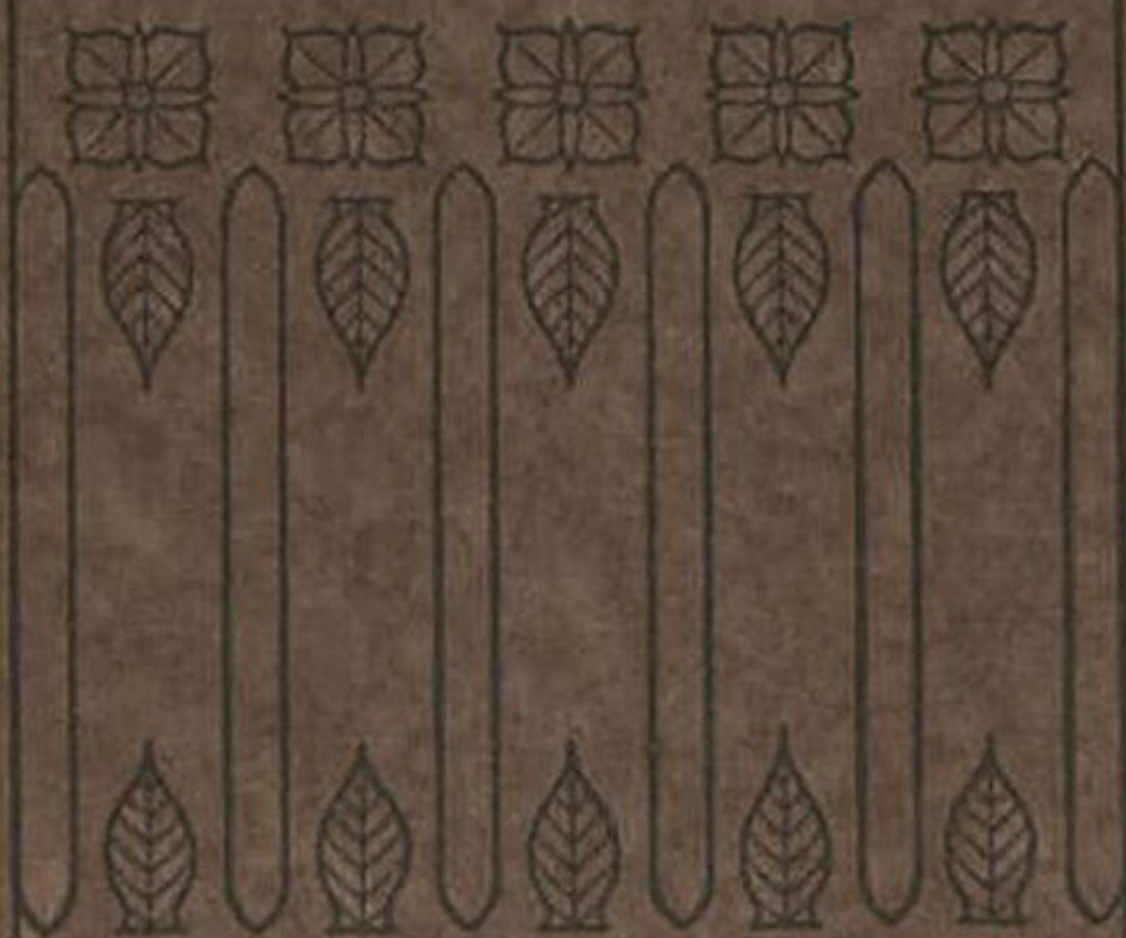


CADILLAC







*The largest producer
of high speed motor
cars in the world*



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THE CAR THAT HAS NO CHANK





The Story of the Cadillac

PROGRESS. This in a word is "The Story of the Cadillac." Since the inception of the industry the Cadillac has become increasingly the criterion of excellence in practical construction. Each year the public looks to the Cadillac for that which represents the real progress in the development of the motor car; not for fads, not for features whose value ends in their utility as "talking points;" not for features which are here to-day and gone to-morrow; but features which are practical and features which mark real and substantial advancement.

The pre-eminent position of the Cadillac, its recognition as America's leading motor car, its recognition as the standard by which motor cars are judged, are not matters of chance.

For ten years the Cadillac has been manufactured and marketed upon well defined principles. The adherence to those principles has been the dominant factor in Cadillac success.

The Cadillac has never aspired to ideals set by others; it makes its own ideals and raises them higher and higher.

The Cadillac has never striven after the achievements of other plants—it is a school and model unto itself.

The word "success" has always been associated with the Cadillac. The word "failure" never. The Cadillac Company has never produced a model or a type for which it was obliged to make apologies.

The "Story of the Cadillac" is one of that mechanical and commercial advancement which makes for permanency. The Cadillac Company has never yielded to clamor by producing that which catered merely to fancy, nor that which took advantage of the uninformed. On the contrary it has produced only that which it knew to be right, that which it knew would give to the purchaser "value received" in abundant measure.

The Cadillac Company has never been obliged to resort to exaggeration and overdrawn claims to dispose of all the cars that it could make—and more. Its policy has ever been to under-claim rather than to over-claim. It is gratified that the public accepts its representations at their full worth; because the public has never been misled and because the public could always expect and has always received more than was offered.

The Cadillac car of today has behind it the experience of ten years, during which period its makers have produced more high grade cars than any other plant in the world. Every car—more than fifty

thousand of them—is a monument to the high ideals of the organization which produced it.

The Cadillac organization is an organization of specialists, each an expert in his particular vocation. There are specialists on motors, specialists on transmissions, specialists on gears, specialists on tools, specialists in foundry work, specialists in electricity, specialists in body construction, specialists in finishing, specialists in every branch, trained in accordance with the high ideals of the Cadillac Company.

A motor car, to be worthy the name, must be more than the mere assembly of frame, engine, transmission, axles and body, components obtained here, there and everywhere, that they may be had at the lowest price without regard to their harmonious relation each to the other.

Design, selection of materials and accuracy of workmanship are the three greatest essentials in a real motor car.

With the multitude of components in a motor car assembly, accurate knowledge of the adaptability of the various materials is vitally essential. A metal suitable for one part may be totally unfit for another.

Chrome nickel steel, bar screw steel, spring steel and steel of various kinds, all have their uses when correctly applied. Forgings, castings, stampings, and pressings, gray iron castings with proper alloys for cylinders, pistons, rings, etc., aluminum, copper, brass and bronze, all with their strong and weak points for various uses must be thoroughly understood.

Cadillac materials for every individual part are determined upon only after application of definite and concrete knowledge as to their adaptability and fitness for the functions and duties which they must perform.

Cadillac designs are approved only after the most severe tests which prove to the greatest possible degree that they are thoroughly efficient and worthy to be entrusted to uphold the name Cadillac and all that the name implies in the motoring world.

Cadillac workmanship is famous the world over, wherever the science of mechanics is known. It is famous for its accuracy, famous for its uniformity, famous for its standardization.

The Cadillac plant in its equipment of fine machinery, fine tools, jigs, fixtures and appliances is not equaled in the motor car industry. This equipment includes more than half a thousand special automatic labor saving machines. Of these, many are capable of turning out from two to ten times the volume of work produced by ordinary methods,—an important factor in making possible the Cadillac price and an important factor in making possible Cadillac quality. The equipment includes more than 100,000 tools, dies, jigs, fixtures and appliances, of which some 20,000 were made by us especially for Cadillac Cars.

The Cadillac system of inspection is so exacting that it practically precludes the possibility of an imperfect part being incorporated in the car so far as can be detected by the most accurate measuring instruments known to engineering science. From the time the raw materials reach the warehouse until they leave the plant in the finished product they are under the scrutiny of a corps of experts trained in accordance with the standards of the Cadillac organization. This inspection extends to the smallest pieces, including nuts, bolts and screws.

Cadillac standardization means the absolute interchangeability of parts. It means that when it is desired to replace a part, the new one will fit and fit correctly without alteration in the slightest degree.

The Cadillac Company is prepared to replace any part of any car it ever built. No Cadillac user was ever obliged to discard his car because he was unable to obtain some needed part. No Cadillac user was ever compelled to undergo the annoyance and expense of having some needed part made to order because the maker had gone out of business, had discontinued making parts for old models, or had to depend upon some outside parts maker to supply them.

In the Cadillac there are more than 250 parts on which there are more than 400 operations which are not permitted to deviate to exceed the one-thousandth part of an inch—about one-third to one-half the thickness of a hair—from the prescribed limits of measurements. There are some parts in which the limits of variations permissible is cut down to the half of one-thousandth part of an inch.

Standardization properly applied further means the correct alignment of parts and that they will work in harmony each with the other. It precludes the possibility of ill-fitting joints and bearings. It decreases the great power absorbent—friction. It limits wear. It reduces "automobile troubles" to a minimum. It brings operating and maintenance cost down to the lowest notch.

Standardization properly applied produces a quiet and smooth running car. It produces a car in which the power is utilized to its greatest advantage; it produces a reliable and a durable car; it produces an economical car; all features in which the Cadillac stands without a rival.

The Cadillac is identified with no "class" excepting its own—a distinctive class. It finds its sale not especially among purchasers whose limit of investment is the Cadillac price. It appeals alike to the discriminating motorist who demands a dollar's worth for every dollar of investment, and to the motorist who places dependability, service and luxury above all price consideration.

In the marketing of its product, the Cadillac Company adheres in the greatest possible degree to certain well defined principles.

The Cadillac is an honestly constructed car sold at an honest price, a price which gives to the user the greatest real value obtainable in a motor car. Its list price is its selling price, a price which affords but a legitimate margin of profit to the maker and to the distributor.

The Cadillac Company is in a position to choose its distributors.

In so doing its aim is to exercise the same discrimination as in selecting the materials which enter into its product. In choosing its distributors, as in choosing its materials, it has in mind the interests and welfare of Cadillac users because it knows that upon the service and satisfaction rendered to those users depends the future of the Cadillac car.

The aim of the Cadillac Company is that its distributing organization shall be composed of business houses which are a credit to themselves, a credit to the Cadillac Company and a credit to the Cadillac car, houses that realize and act upon the realization that in the sale of a car their duty to the purchaser instead of being finished has only begun.



In following these standards, the Cadillac Company believes that it can say to the purchaser that he will find back of the Cadillac car a "service" which is not equaled in the motoring world.

As a commercial asset, one of the most pronounced advantages enjoyed by the Cadillac Company is the supreme and universal satisfaction and enthusiasm of more than fifty thousand users who are ever anxious to sound the praises of the Cadillac car.

Of special significance are the expressions of those whose motor car experience has not been confined to the Cadillac but has extended to cars of lower price and to cars of higher price and from one to the other.

These expressions, which you will hear voiced throughout the length and breadth of the land, leave no room to question:

That the Cadillac is the most sturdy and the most dependable of motor cars.

That it is the car of most enduring service.

That in ease and luxurious riding qualities it has no occasion to acknowledge a superior.

That in economy of operation and maintenance there is none which enjoys a favorable comparison with it.

That in real and substantial motor car value the Cadillac stands pre-eminent.



DYNAMOMETER TESTING ROOM

Every Cadillac chassis is scientifically tested by dynamometer. They are proven for general efficiency, for soundness of every power transmitting unit and are required to meet our established standards.



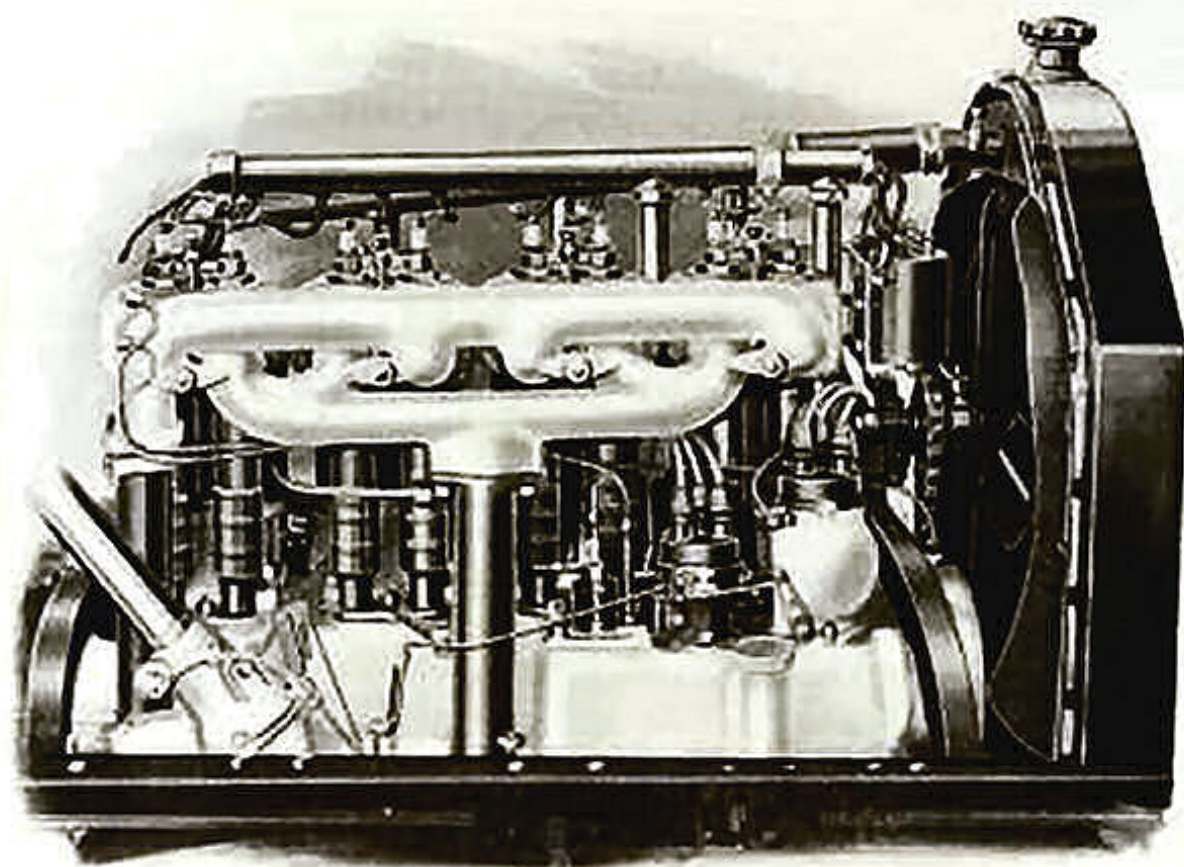
ENGINE

If there is one feature of the Cadillac car which, more than another, emphasizes the superiority of Cadillac design, Cadillac workmanship and Cadillac efficiency, it is the engine; affording as it does, greater opportunities for demonstrating the high degree of excellence which has been attained.

More than forty thousand Cadillac four cylinder engines in service—some of them for eight years—are every day furnishing irrefutable evidence of the correctness of Cadillac principles of construction and Cadillac standards of workmanship.

It is constructed upon the "built-up" and "individual part" principle, a principle which has proven most conducive to efficiency, power, simplicity, smoothness of action, long life and economy. Notwithstanding the advanced manufacturing methods employed in the Cadillac plant, this type of engine is the most expensive to produce. While that construction may necessitate a higher selling price for the complete car than would be required were we to build it in the ordinary way, the extra cost is compensated for many times over by the greatly increased service and satisfaction it will render and the lessened expense for operation and maintenance.

It is of the four-cylinder, four-cycle, long stroke type, $4\frac{1}{2}$ inch cylinder bore, by $5\frac{3}{4}$ -inch piston stroke.



RIGHT SIDE OF ENGINE

The matter of horsepower cannot be determined by mathematics. It cannot be determined by the size of the bore, the length of the stroke, the piston displacement, the compression, or any one of the other formulas which give a maker an opportunity to claim a higher power rating for his engine than that which it is entitled. The one thing that determines the rating to which an engine is entitled is the **power it actually develops**—and nothing else.

The Cadillac engine by reason of its design, its superb workmanship and the infinite care and skill manifested in perfecting every minute detail, is capable of developing more actual power delivered at the rear wheels than any engine of its size and even many of a larger size that we know—and we believe we know of most of them. Repeated tests under many and varied conditions have shown the present Cadillac engine capable of developing fifty horse power.



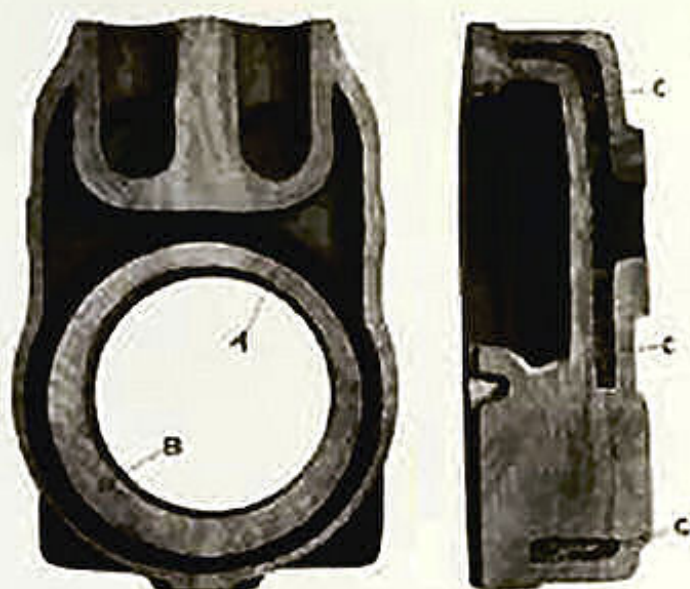
It is the product of that division of the Cadillac plant which, during the past decade, has produced a greater number of high grade gasoline motors and gears than any other plant in the world.

Each cylinder is cast by itself, as are also the cylinder heads which contain the valve chambers. The heads are attached to the cylinders by right and left threaded nipples. The water jackets which surround the cylinders are of spun copper. They are clamped into position in such manner and the surfaces between which they are clamped are so accurately finished, that we have never heard of a single case of leakage.

The proper circulation of water around the cylinders is of the utmost importance to the efficiency of the motor. By casting each cylinder by itself we are enabled to make the walls of uniform thickness, and by applying the copper jackets, there is uniform space for water circulation, resulting in even cooling of the entire cylinder with the resulting advantages.

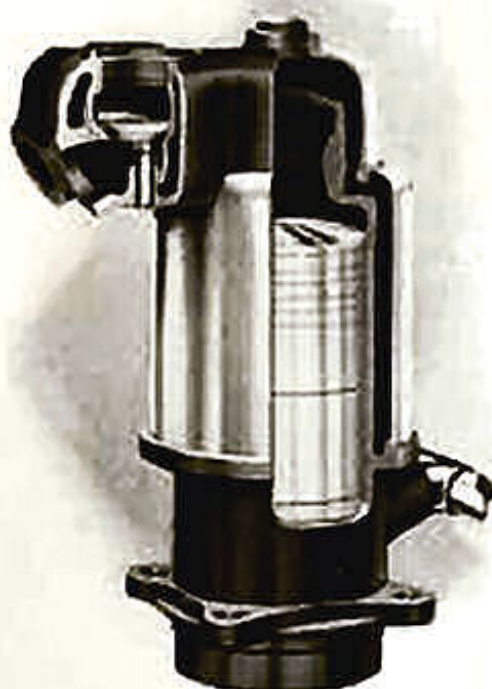
We show here some of the advantages of the Cadillac method of construction as against the ordinary practice of casting cylinders, valve chambers and water jackets together. In the illustration at the bottom of this page is shown a cylinder with valve chamber and water jacket cast integral. This illustration is made from a photograph of a cylinder and water jacket cut in two horizontally. Observe the varying thickness of the cylinder wall "A. B." With this condition it is impossible for the circulating water to cool the cylinder uniformly. The contraction and expansion of the metal will vary to such an extent that the bore of the cylinder will not retain perfect roundness. In consequence, it will bind the piston at certain points of its travel and fit so loosely at others that the lubrication is imperfect, that wear is uneven and disastrous and that there is a great waste of fuel with a corresponding loss of power.

In the smaller figure at the right will be seen the webs "C" which are sometimes formed when two parts of the core used in casting are not held firmly together. This web obstructs the circulation of the water, causing overheating of the cylinder with its undesirable consequences. It is something which is impossible to detect without destroying the cylinders.



ORDINARY CASTING OF CYLINDER WITH WATER JACKET INTEGRAL.

Note varying thickness of cylinder walls and uneven water circulating space, also webs which interfere with circulation



CADILLAC CYLINDER AND PISTON

Note the even thickness of cylinder wall and uniform space for water circulation

We do not wish to be understood as saying that it is impossible to make such castings correctly, but it is a fact that many are not made correctly.

When cylinders, valve chambers and water jackets are made separately, as in the Cadillac, an injury to any one part calls for the replacement of only that particular part at but a moderate cost, while in the case of the cylinder, valve chamber and water jacket cast together, and particularly when cast in pairs or all in one, an injury to any part necessitates taking down the motor, replacing the entire combination casting and reassembling.

Our cylinders, pistons and piston rings are cast in our own foundry from special grades of metal made after our own formulas, the result of exhaustive experience, experimenting and testing in our laboratories. This metal has a fine close grain and possesses unusual strength

and toughness. A critical inspection reveals an absence of the spongy portions and blow holes characteristic of many castings. It possesses the further and most essential quality of resisting to the greatest possible degree the influence of heat, consequently it is not so susceptible to contraction and expansion as other castings. The superior qualities of the Cadillac castings are so widely recognized and appreciated that for years our foundry has made cylinders, pistons and piston ring castings for a number of other automobile manufacturers making the highest priced cars in America.

The cooling system of the Cadillac is not equaled in any other motor car at any price. The radiator is our own design, made in our own factory. It is composed of 147 seamless copper tubes which pass vertically through 133 horizontal copper plates, —copper because it radiates or throws off heat better than other metals. In the method of manufacturing, we have inaugurated a wide departure from the usual practice of dipping the entire radiator in molten solder after assembling, a practice which is followed to cover poor workmanship and poor material, and a practice which has a decided tendency to reduce the radiating efficiency. The Cadillac method is to confine the solder as closely as possible to the points where the tubes pass through the plates without covering the plates themselves. All parts and passages with which the water comes in contact are made of either copper or brass—no iron or steel or other metal subject to rust. Before assembling, each individual tube is tested and the finished radiator is also tested by air and water pressure. The water circulation is promoted by a centrifugal pump. The air draft through the radiator is assisted by a ball-bearing, belt-driven rotary fan, with an adjustment provided for taking up any stretch in the belt. With our radiator construction, the copper jacketed cylinders and uniform water circulating space, we have a system that comes nearest perfection of any that has ever been devised. The radiator is mounted on the chassis by our three point contact method, therefore, it is not liable to distortion or damage resulting from the strains to which the car frame may be subjected.

The accompanying illustration shows the method of gauging cylinders. Every cylinder, after being ground, must stand this final test. Two plug gauges are provided.

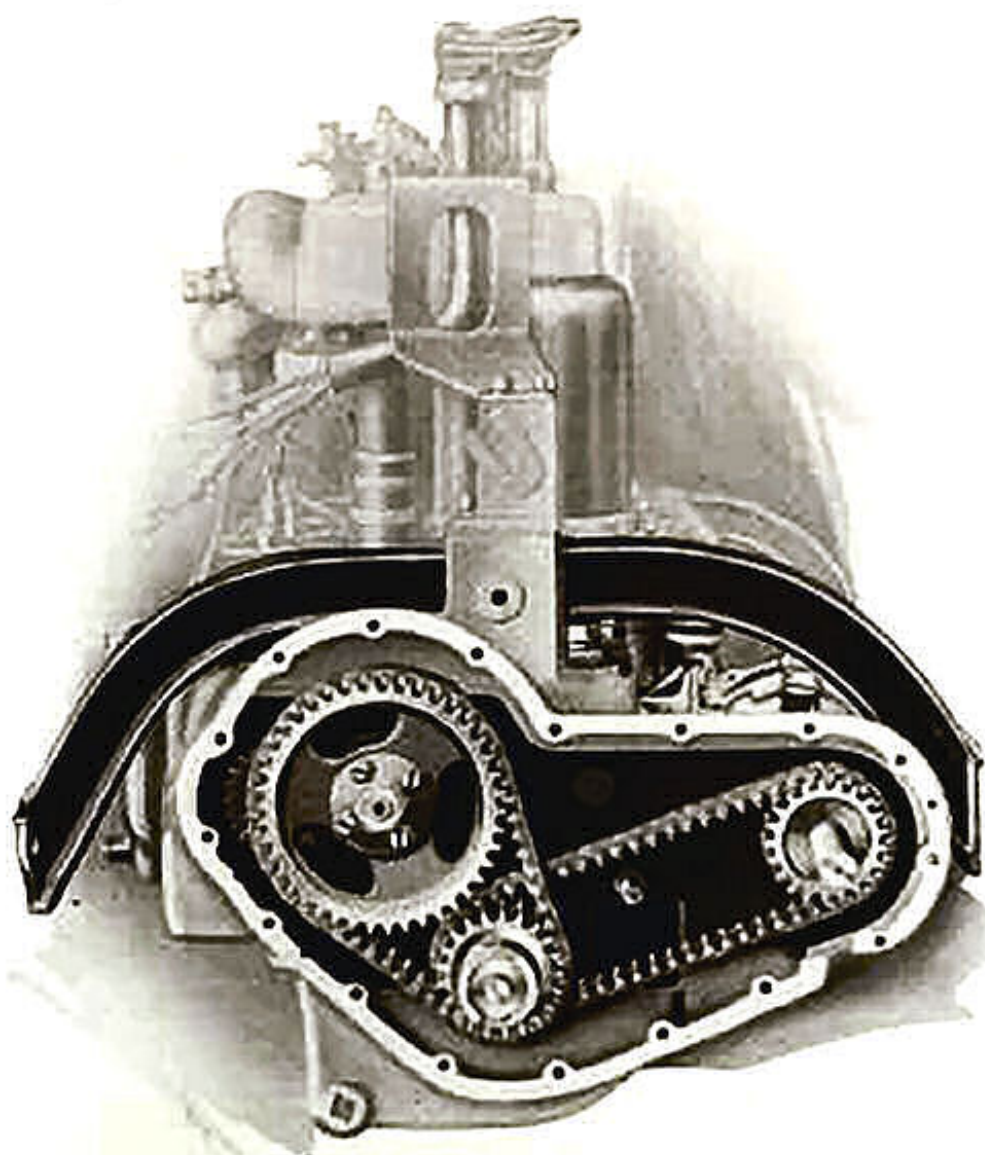


One is marked "4.500 Go", meaning that it is exactly four and one-half inches in diameter. The cylinder must be large enough to permit this gauge to enter. The other is marked "4.502 Not Go" meaning that its diameter is just two one-thousandths of an inch larger than four and a half inches, but the cylinder must not be so large that it will permit this gauge to enter. If a cylinder is too small to permit the "Go" gauge to enter, the inside is ground until it is the correct size. If the cylinder is large enough to permit the "Not Go" gauge to enter, it is discarded.

When you realize that one gauge is less than a hair's-breadth larger in diameter than the other; when you realize that one will enter the cylinder and the other will not; when you realize that there are more than 400 operations in the Cadillac car which are not permitted to vary more than the one-thousandth part of an inch, which is about



one-third to one-half the thickness of the average human hair, then can you form some conception of why Cadillacs are what they are, and why they render the constant service that they do.



FORWARD END OF ENGINE
Showing silent chain driven camshaft and generator shaft

Cadillac pistons are gauged to similar accuracy, a snap gauge however being used which gauges the outside diameter of the piston.

The result is that neither cylinders nor pistons can possibly vary in diameter even a hair's-breadth. Consequently, ANY piston will fit ANY cylinder. They do not have to be "paired". If it ever should become necessary to replace a piston, all the owner has to do is replace the piston. He is not necessarily obliged to replace the cylinder also, or possibly a pair of cylinders, or the whole four, as might be the case were they cast in pairs or all together.

In finishing the cylinders and pistons, we do not stop at simply machining. Every one is ground to a polished surface, resulting in practically perfect compression and consequently maximum power. The piston rings are finished with the same precision and are also made from our own special formula, differing from that of which the cylinders and pistons are cast. This metal possesses exceptional spring qualities not easily affected by the heat of the motor. Therefore, they retain their efficiency long after the ordinary ring would be rendered practically worthless.

The piston connecting rods are drop forged steel of "H" section.

The crankshaft, a special nickel alloy steel, undergoes a special heat treating process which gives it great strength and its surfaces are accurately ground. It is of liberal proportions being 2 inches in diameter and is supported by five bearings of especially large surface, which is conducive to long service with the minimum of wear. The rear main bearings is 4 inches long and the other four are each 2½ inches long. These bearings are of Babbitt metal with bronze backing, which ten years of experience has proven to be the best bearing known for this service. The manner in which the crank-

shaft is supported insures that firmness, rigidity and alignment so vitally essential to a smooth running, vibrationless and durable motor and the unusually large bearings reduces the necessity for adjustments to a minimum.

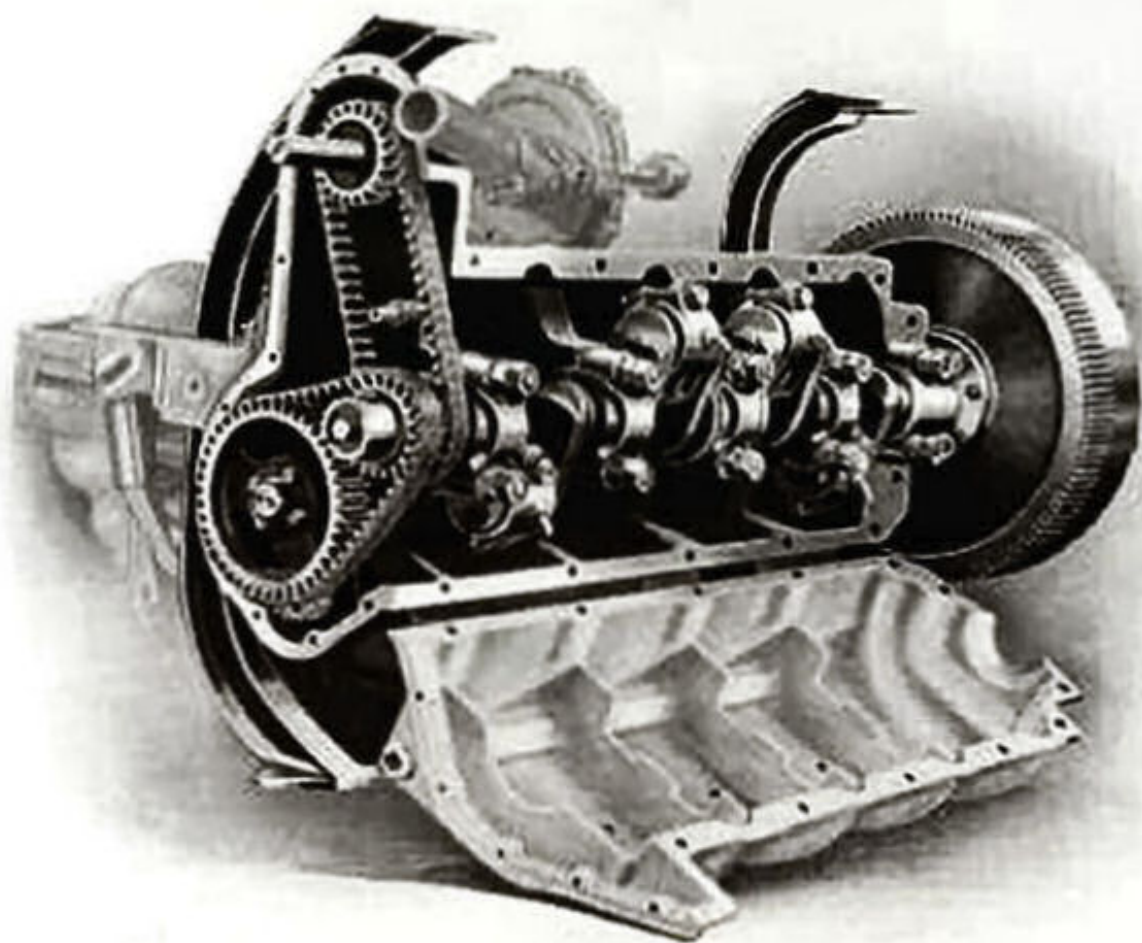
The crankshaft is offset; that is, instead of being placed directly in line with the middle of the cylinders it is set slightly to one side. The advantage of this is that the force of the explosion is expended to greater advantage than is possible in motors where the crank is in line with the middle of the cylinders.

This feature has been embodied in Cadillac cars for years; in fact, the offset crankshaft has been used in Cadillacs since their beginning, in 1902.

Upon the accuracy of the cams and camshaft and the accurate fit of the camshaft in its bearings depends the correct operation and timing of the valves, and the correct timing of the valves is one of the essentials in the development of maximum power. The camshaft is forged with cams integral, hardened and accurately ground. These parts are special heat treated high carbon steel. It is of liberal proportions being $1\frac{1}{4}$ inches diameter and is supported by three substantial bronze bearings. The camshaft and the shaft which drives the pump and generator are driven by the crankshaft through the medium of silent chains thereby eliminating the use of meshed gears and inaugurating an important factor conducive to quietness in the engine.

The inlet and exhaust valves which are $2\frac{1}{2}$ inches diameter are alike and interchangeable. They are all located on the right side of the motor and are operated by the single camshaft. The valve lifting rods do not bear directly on the cams; the lower end of each cam block is provided with a hardened steel roller and consequently the possibility of wear is reduced to an absolute minimum. This is a feature which, outside of the Cadillac, is found only in the highest priced cars. The valve stems are enclosed.

The engine is suspended from cross members, fore and aft, by our three point suspension plan. The rear of the engine is attached rigidly to the cross member while the forward end is pivoted. By this method the alignment of the engine is not materially affected by the twisting and binding strains to which the car may be subjected due to uneven road conditions.



BOTTOM VIEW OF ENGINE

Note substantial construction and the five large bearings
Also oil pan of engine with its oil compartments and distributing troughs.



LUBRICATION

In the important matter of lubrication, the Cadillac is provided with the most efficient, the most positive and the most economical system ever devised, the oil consumption averaging from 400 to 600 miles per gallon. This system in its present perfected form, was originated by the Cadillac Company and the fact that it has been used on all four-cylinder Cadillacs since their beginning, in 1905, and the fact that it has successfully met every condition is the strongest possible testimony to its merit.

A quantity of oil is placed in the oil pan of the crank case which is divided into four compartments. An oil reservoir is located alongside the engine, cast integral with the base. In this reservoir is located a double acting force pump, the supply from which may be properly regulated to take care of the engine's requirements. The supply is forced from the reservoir up to and drops through the sight feed on the dash. From there it is forced to the crank case, maintaining the supply there. By means of splashers at the end of each connecting rod which dip into the oil at each revolution of the crank, the oil is thrown completely over and upon all the inside working parts of the engine, including main bearings, cylinders, etc.

With the Cadillac system the oil does not collect in either end of the crank case as the sloping troughs on the side distribute it from one compartment to the other, maintaining a uniform and constant level in each, regardless of road grades, up or down.

There is another prime advantage. There is not a multiplicity of feed pipes to watch that are liable to become clogged up and result in burned out bearings. On the contrary, there is but one and if the oil is shown by the sight feed to be feeding properly and the supply in the crank case adequately maintained, there is positive assurance that all bearings taken care of by this system are being perfectly lubricated.

No one thing is responsible for more "automobile troubles" in a well designed and correctly constructed car than imperfect lubrication. The Cadillac is unusually well provided with lubricating facilities throughout. Besides the perfect engine lubricating system and the constant oil bath of the universal joints, special attention is directed to the numerous grease cups throughout the car, including spring shackles and oscillating spring seats, their prominence acting as constant reminders of their importance. This is in striking contrast to the small oilers and oil holes found in many cars.

CARBURETOR

Of vital importance to engine efficiency, scientific carburetion has received unusual attention by the Cadillac Company.

The six principal requirements are speed, pulling power, rapid acceleration, fuel economy, simplicity and ease of adjustment.

With these requisites in mind the Cadillac Company has evolved a carburetor which combines all of the essentials to the maximum degree and automatically adapts itself to the diversity of conditions demanded of it.

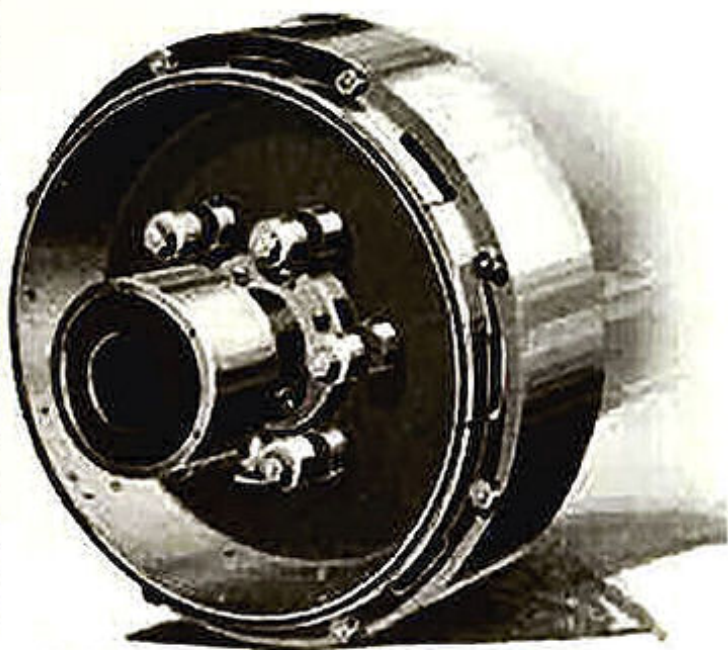
The gasoline supply is "fixed" and there is but one adjustment—the air, which is ample to take care of all varying requirements and conditions.

To assist vaporization it is liberally hot water jacketed and to facilitate starting, particularly in cold weather, an auxiliary air adjustment is provided, regulated by a small lever on the steering column.

CLUTCH

One more distinctive feature of the Cadillac is its smooth acting, velvety clutch, which for efficiency, simplicity, dependability and easy action, is not even approached.

It is the leather faced cone type, made of pressed steel, giving it great strength without needless weight. The ring with which the cone engages is split at eight points of its periphery and part of each section is sprung inward. This causes the clutch to take hold gradually so that in starting there is that noticeable absence of shock and jar characteristic of most cars. It is devoid of the usual complications characteristic of other types, is extremely simple, requires the least attention of any motor car clutch ever designed and is easily removed if necessary.



ELECTRICAL SYSTEM

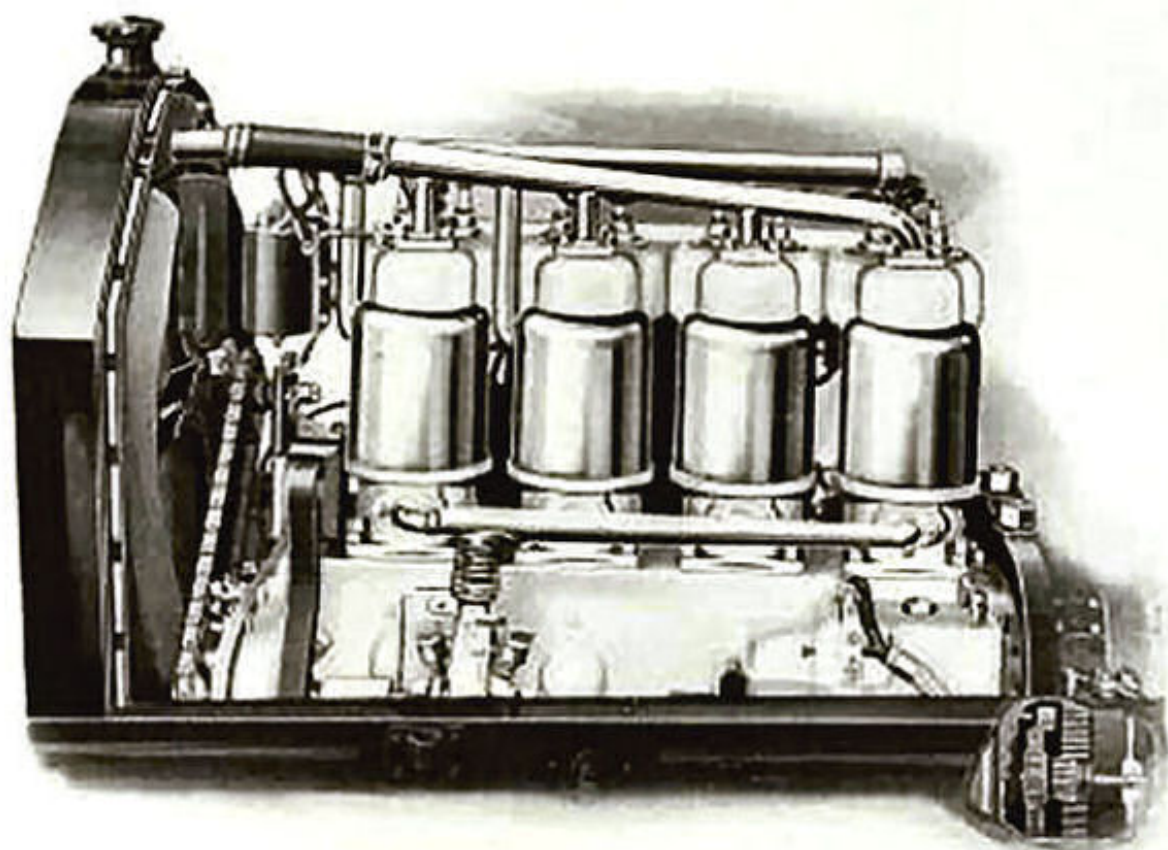
AUTOMATIC CRANKING, LIGHTING, IGNITION.

The past year was and is known in the annals of the motor car as the year of "self-starters" so-called. It redounded to the credit of the Cadillac Company, however, to provide the motoring world with *the* device which really performed the function for which it was designed.

When the Cadillac plans became known, a "wild scramble" ensued by many makers for almost anything that bore the name—"self-starter". We will not attempt to depict the resulting disappointment experienced by thousands of motor car purchasers who found that "self-starter" meant,—much of the time—start it yourself. The disappointed ones will bear witness that the inference is not overdrawn.

The Delco Electrical Plant (patented) incorporated as an integral part of the Cadillac car,—not merely as an accessory—marked the greatest achievement for the advancement of the motor car since the inception of the industry and its use on twelve thousand Cadillacs demonstrated its dependability to be equal to that of every other part of the car.

A year's experience, however, together with researches, experimenting and development by the Cadillac experts, have enabled them to simplify and improve the system to a marked degree, and bring it to as near the point of 100 per cent efficiency as any device could be.



LEFT SIDE OF ENGINE

Showing gear of electrical cranking device in mesh with fly-wheel teeth

The plant consists of a powerful but compact dynamo or generator located alongside the engine. When in operation, the engine drives the dynamo, generating current which charges a storage battery.

For starting, or strictly speaking, for cranking the engine, the closing of a switch automatically transforms the dynamo into a motor. Pushing forward on the clutch pedal causes a gear of the electric motor to engage with teeth in the fly-wheel and "turn it over". In other words the electric motor actually "cranks" the engine; it does mechanically exactly what otherwise would be done by hand. It does it easily and gradually, it does it positively. There is no sudden impact, there is no injurious gas forced into the cylinder to cause carbonization and corrosion.



After the engine has been started, the releasing of the clutch pedal causes the gears to disengage, the electric motor again becomes a dynamo and its energy is devoted to ignition and to charging the storage battery.

We wish to direct special attention to the simplifications and improvements in the system which have been developed by the Cadillac Company and which are incorporated in Cadillac cars.

By using two windings in the armature, we are enabled to operate on one voltage (six) instead of two, (six and twenty-four). By reason of this, a controlling switch and meter are not necessary thereby eliminating much wiring and numerous parts and reducing materially the personal attention required on the part of the user.

A further improvement is the voltage regulator which automatically governs the charging rate to the battery and the current to the lights. The more nearly the battery is discharged the higher is the charging rate, decreasing as the charge in the battery increases.

By operating on a single voltage the engine may be "cranked" more rapidly than is possible by the two volt plan. The use of a standard three cell battery instead of a twelve is a further step in advance.

The storage battery has a capacity of 130 ampere hours, and as soon as that capacity is reached the charging automatically ceases.

Practical tests have shown that the storage battery is of sufficient capacity to operate the cranking device and "turn over" the engine an hour or more, although it seldom requires more than a second or two. In fact, the Cadillac engine so frequently starts by the spark that the use of the electrical starter is not always required.

The car is equipped with two especially designed Gray & Davis electric head lamps, in which the position of the bulb is adjustable to focus the light rays. There are two side lights, tail light and speedometer light. There is also a plug to attach a handy lamp. The bulbs are of special design with filaments so constructed that a year's experience has shown cases of breakage to be so rare that they amount practically to nothing. The current for lighting is supplied from the storage battery whose charge is maintained by the dynamo. Each pair of lamps is supplied with a fuse to prevent burning out the wires in case of a short circuit.

The lighting of the lamps is a matter of simply closing the switches. The advantage and convenience of this will be quickly appreciated by the motorist who has attempted to light the ordinary lamps and found himself without a match or suffered the annoyance of having to get out in the wind, rain or mud to light up.

The dynamo also generates current for ignition. Up to 250 to 300 R. P. M. the ignition current comes from the storage battery; above that the speed current is direct from the dynamo through the high tension distributor to the spark plugs. For ignition purposes the dynamo performs not only all the functions of the most highly developed magneto, but possesses even greater efficiency, having more flexibility and a greater range of action. When compelled to drive slowly in crowded thoroughfares, over very bad roads or on hills, with the ordinary magneto, the driver may stall his motor because the magneto is not being driven fast enough to generate current, and it becomes necessary to switch to the battery—if he has one. With the Cadillac system, if it becomes necessary to drive so slowly that sufficient current should not be generated, the battery automatically cuts in. When the speed is increased the dynamo again automatically takes hold. It wholly obviates the necessity of the driver's keeping constantly on the alert to prevent stalling the engine.

The automatic spark advance is another feature which characterizes the system used on the Cadillac. This is accomplished by means of a ring governor. Ordinarily, if the driver is to obtain the best results and maximum engine efficiency, he must give constant attention to the spark by shifting the spark lever. With the Cadillac governor, the operator after placing the spark lever in the position for average running need give it no further attention. The governor automatically advances and retards the spark according to the speed of the engine. It automatically prevents the injuries which are possible by too much advance or too much retard. It insures maximum efficiency at all times.

In addition to the ignition before described, the Cadillac is provided with the auxiliary Delco system with dry cell current, which has proven so satisfactory in the past. The extra system is separate and distinct, with its own set of spark plugs and in itself is thoroughly efficient for running the car, entirely independent of the main system.

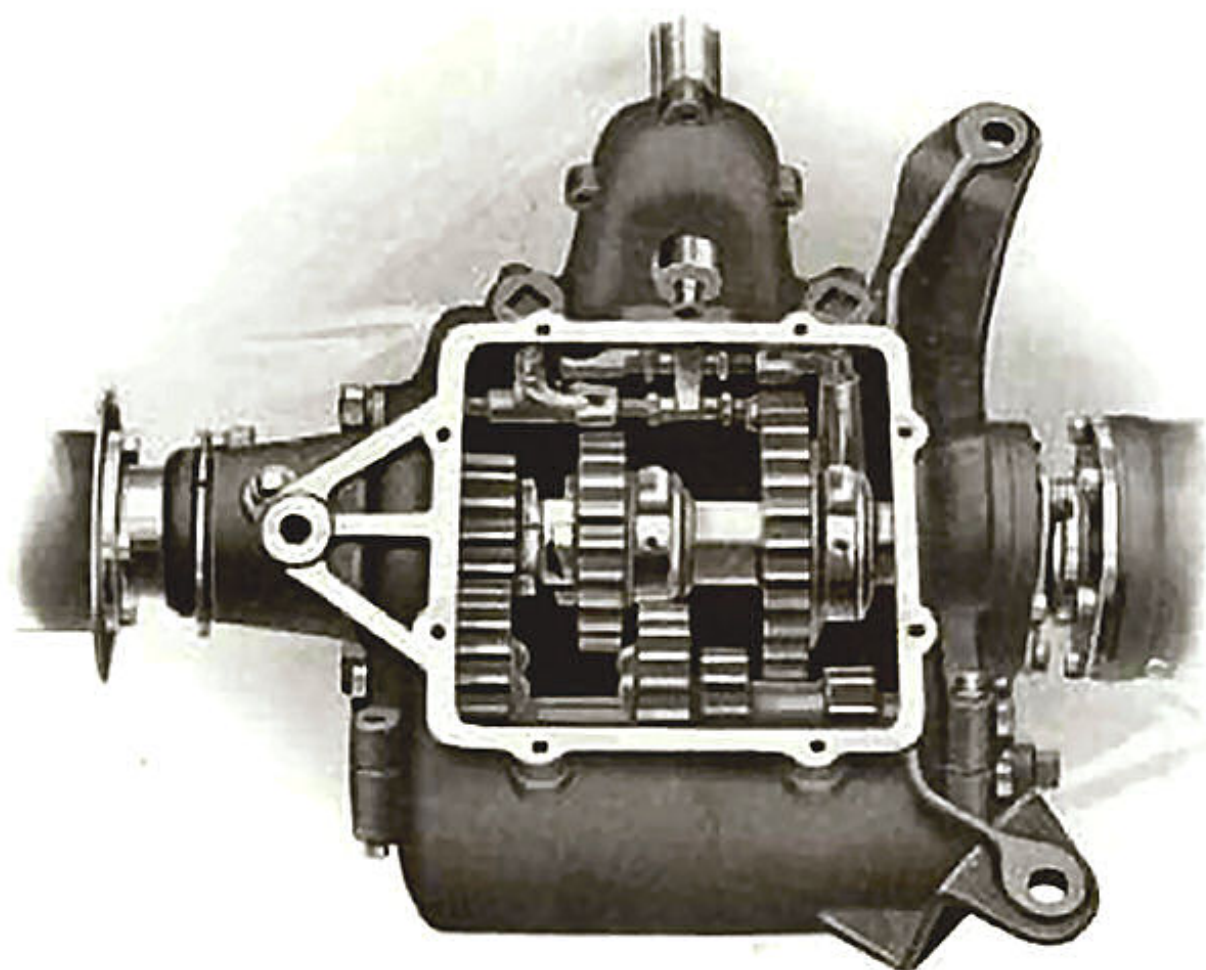
The entire electrical plant has been designed with a view to compactness and efficiency. It is designed with the idea of simplicity and positiveness. It is designed to obviate to the greatest possible degree the necessity of attention. Above all, it does what it is designed to do.



TRANSMISSION

The Cadillac transmission is to the ordinary transmission what the Cadillac engine is to the ordinary engine. There is but one Cadillac engine and there is but one Cadillac transmission. Experienced drivers pronounce it the most substantial, most durable, most quiet and most easily operated of any they have known.

It is our own design, manufactured in our own factory. It is the selective type of sliding gear in which the changes may be made from any gear direct to any other. There are three speeds forward and reverse, direct on high. The gears, the transmission shaft and clutch shaft are made of chrome nickel steel. The construction is Cadillac quality throughout. The utmost skill is exercised in cutting and finishing the gears and other parts according to the Cadillac system of limit gauges which insures hair's-breadth accuracy. These parts are then treated by a special process which gives them extreme strength, toughness and wear resisting qualities.



The gear teeth are "backed off," or beveled by machinery especially designed for the purpose and it is therefore done more accurately than is possible by ordinary methods. This facilitates the shifting of the gears without the crashing and grinding characteristic of some construction.

The main transmission shaft, the jack shaft and the clutch shaft revolve on five annular ball-bearings.

The gear box is of such construction that the lubricant is automatically distributed.

The gear shifts are made by a hand lever whose range of action is within an "H" shaped quadrant, located at the driver's right.



STEERING MECHANISM

Another distinctive Cadillac feature is its steering gear whose principal features are its substantiality, its dependability, its positiveness, its ease of action and its adjustability to compensate for wear. It is of our own patented design and manufacture, of the worm and worm gear sector type. The parts are all accurately cut and hardened, and the worm gear is fitted with two ball thrust bearings. The teeth in the middle of the sector, being the ones which are in mesh when the car is driven straight ahead, naturally perform the greatest service and are therefore most susceptible to wear. To compensate for this the center teeth are cut on a slightly less pitch radius so that any wear may be taken up without affecting the upper or lower teeth of the sector; consequently they do not bind when turning corners. We know of no other car equipped with a steering device capable of adjustment to the degree which characterizes our own.

A steering gear that is not provided with proper adjustments is apt to become worn to such an extent that the resulting back lash will make steering both uncertain and unsafe.

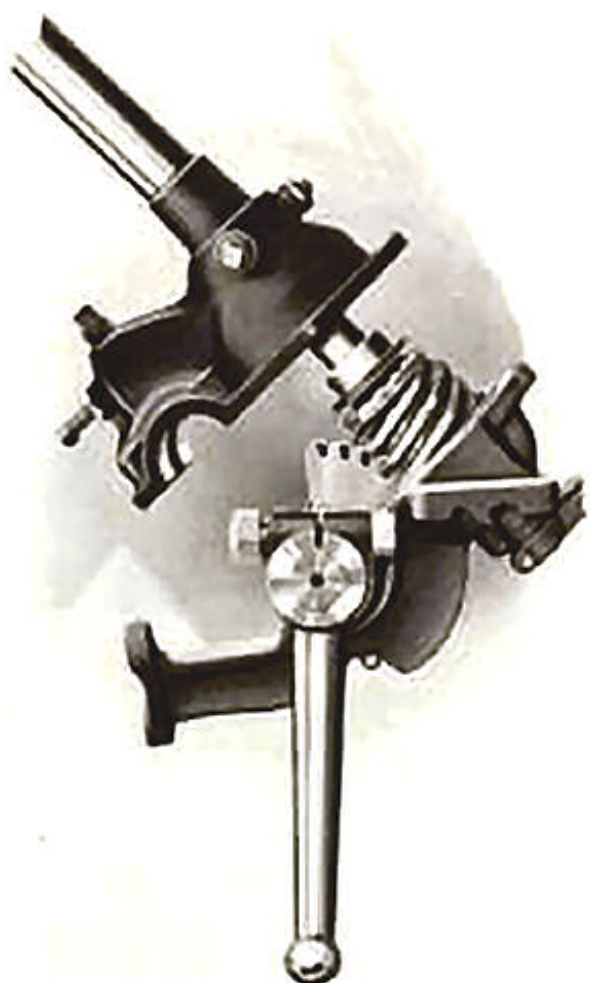
The adjustment provision of most gears is simply for original setting at the factories so that when the parts become worn they must be replaced by new ones. In our mechanism the provision for adjustment is more adequate than will probably ever be required.

The parallel rod which connects the steering knuckles of the front wheel is placed in front of the axle for the reason that this is the only mechanically correct position for it. With the parallel rod in front of the axle, the steering is steadier, safer and more certain than if placed behind the axle. Furthermore, it allows the car to be turned in smaller space and it keeps the front wheels more nearly parallel in turning, with consequently less grinding of the tires on the ground.



STEERING WHEEL

With Throttle and Spark Levers.



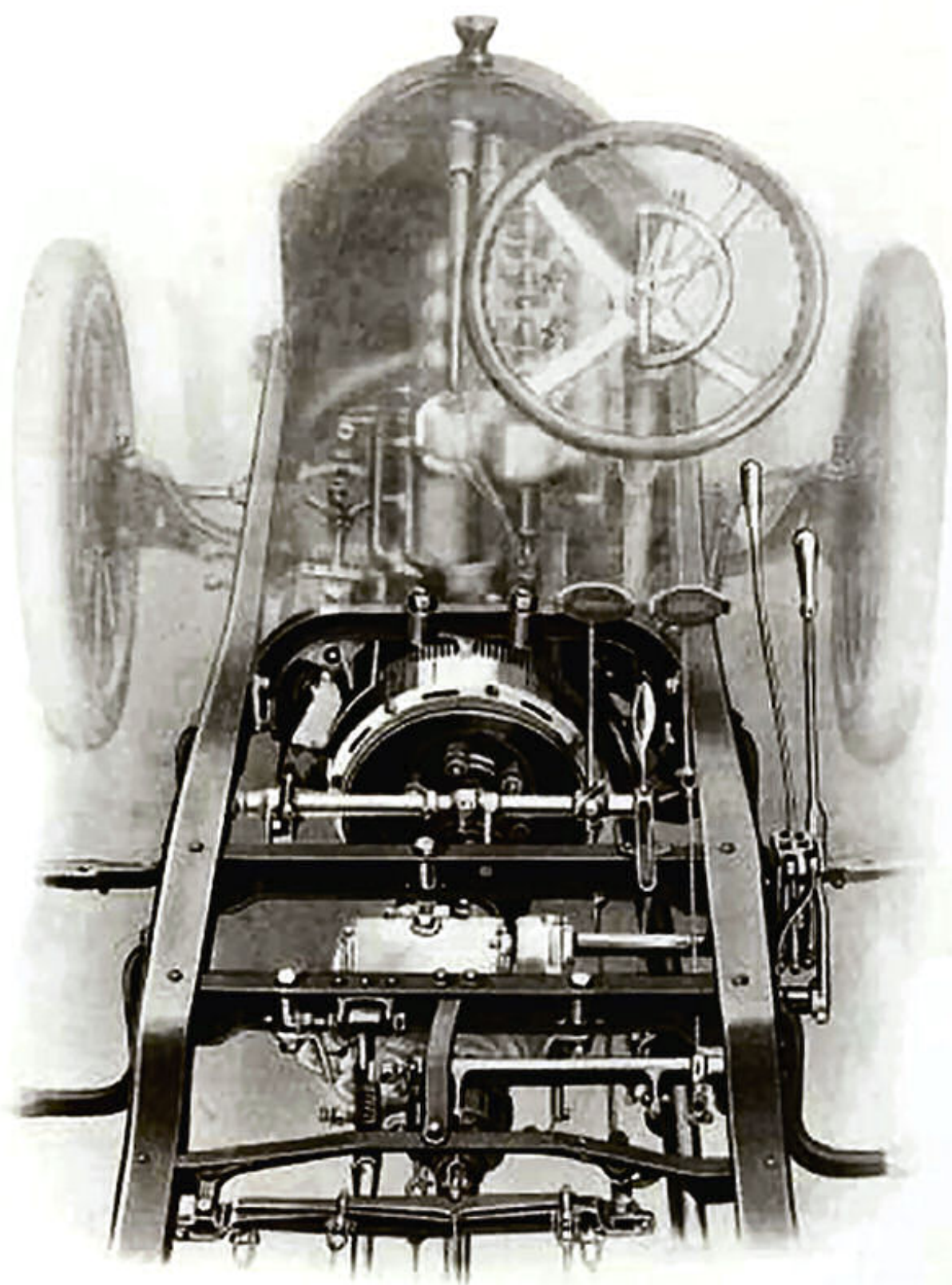
STEERING GEAR

To test this, jack up a car which has the rod behind the axle, cramp the wheels to one side and then the other. Then take hold of one wheel and observe how easily it will "wobble." Next test a Cadillac by the same method and you will easily realize the difference.

STEERING WHEEL

The steering wheel is 18 inches in diameter with corrugated walnut rim and aluminum spider.





CADILLAC OPERATING MECHANISM

BRAKE AND CONTROL LEVERS

The Cadillac is equipped with the standard form of control. There are no confusing combinations on any one lever; each has its separate and distinct function. There are two hand levers at the driver's right; one applies the internal expanding hub brakes, the other is the speed change lever. There are also two foot levers; one operates the main clutch and the other applies the external contracting hub brakes. The two foot levers are adjustable to accommodate drivers of different leg reach.

The throttle and spark levers are located conveniently at the steering wheel. An accelerator or foot throttle control is also provided.

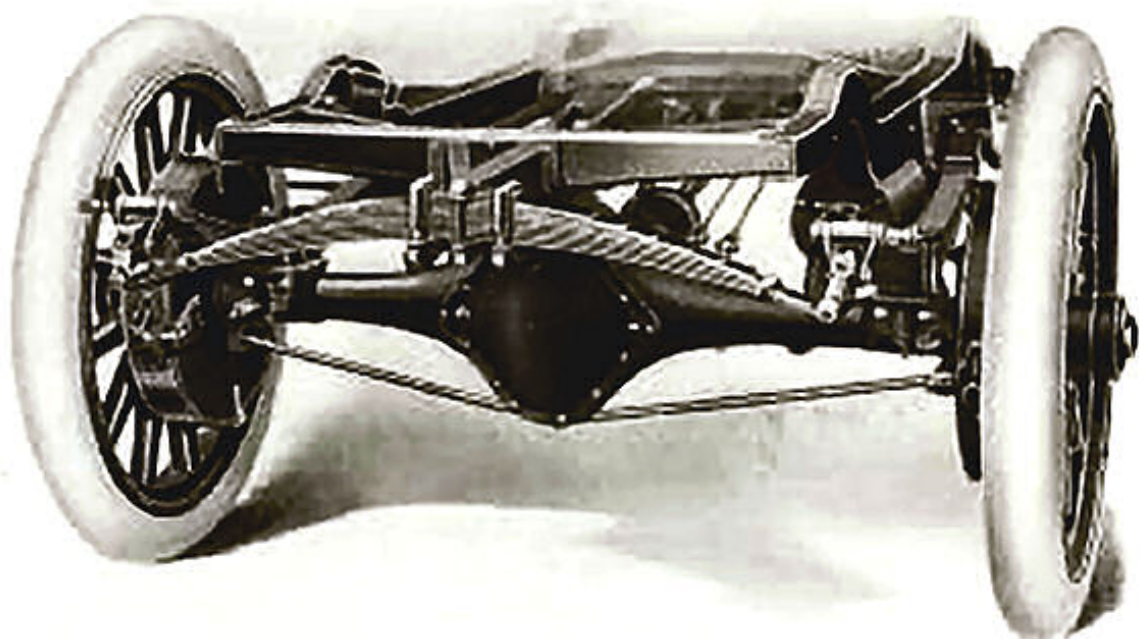


SPRINGS

The spring suspension of the Cadillac is generally conceded to be the most luxurious ever installed in a motor car. One has but to ride in a Cadillac to fully appreciate its superb riding qualities. It carries its own good road with it.

The forward suspension consists of two semi-elliptical springs, 30 inches long by 2 inches wide.

The rear suspension is of the three-quarter platform type, a type which is recognized as the most conducive to comfort, but which makers of cheaply constructed cars cannot afford to use and which few have sufficient knowledge to apply correctly. Like most other features, this is one which the Cadillac Company has perfected to a marked degree.



The side rear springs are 46 inches long, the rear cross spring 39½ inches long, all 2 inches wide.

As will be seen by the illustration, the side and rear members of the rear suspension are hung with universal joint shackle connections.

It remained for the designers of the Cadillac to devise means which would obviate the most common cause of spring breakage and at the same time not only conserve, but increase the spring efficiency.

First, the spring leaves themselves do not commence to taper until they have passed from between the clamping blocks. Second, the inside surfaces of the spring perch and clamping blocks are curved to correspond with the normal curvature of the springs and are held in position by three clips.

In ordinary construction, spring leaves commence to taper right in the middle and are held together between flat surfaced spring perch and clamping block. The result is that the spring leaves are distorted at the very outset and are therefore much more liable to crystallization and breakage during subsequent action. But in Cadillac construction first described, the leaves are always retained in their normal shape excepting when in action. This is also an important factor in preventing loosening of spring clips.

The shackle bearings are provided with compression grease cups to facilitate lubrication.

Like all other Cadillac construction, that of the springs is given more attention than is usual in most cars. The utmost care is exercised in the selection of the material, in the manufacture and in the testing of the springs themselves. All springs are made with hardened steel bushings and all parts are made within close limits to prevent rattling, to minimize wear and to preserve correct alignment.

The spring perches are not attached rigidly to the rear axle as in ordinary practice, but are of the oscillating type, moving upon the axle tube. This not only prevents undue straining and twisting of the springs in going over obstructions or into depressions, but with the previously mentioned refinements it permits the full benefits of spring efficiency to be realized.



DRIVE

The drive is direct by special heat treated high carbon steel shaft, fitted with two universal joints having hardened and ground bushings and pins. The joints are enclosed in spherical housings and run in oil baths. The forward joint, which is telescopic, is so constructed that it is self centering, resulting practically in the elimination of friction and binding strains characteristic of ordinary construction. The drive shaft revolves on Timken bearings.

The torsion member is "V" shaped, tubular.

When the car is carrying a normal load the power is transmitted in practically a straight line from the motor to the rear axle, with the result that the maximum of the generated power is delivered to the ground.

The foregoing are some more of the reasons why the Cadillac shows more power than any other car having an engine of its size.

AXLES

The rear axle is the Timken full-floating type with Timken bearings throughout. This is a type of axle which outside of the Cadillac will be found only on higher priced cars. In this axle the load of the car is carried on the housing, the live axle shafts simply transmitting the power to the rear wheels. The driving pinion and the bevel driving gear, made of special carbon steel, are both cut and finished in our own gear cutting division by Cadillac methods which insure their accuracy.

The front axle is drop forged, I beam section with drop forged yokes, steering spindles, spring perches, and tie rod ends. The upper ends of the steering spindles are fitted with Timken bearings.

The front wheels are fitted with Timken bearings.

BRAKES

A thoroughly efficient and dependable brake system is one of the greatest essentials to the safety of the motorist.

The Cadillac is equipped with two pairs of powerful, double acting brakes, which operate directly on the rear wheel hub drum, 17 inches in diameter by $2\frac{3}{4}$ inches wide. This affords a total braking surface of more than 500 square inches, and makes effectual brake application unusually smooth and easy. The regular service brakes contract upon the outside of the drums and are operated by a foot lever. The emergency brakes expand within the hub drums and are brought into action by a hand lever at the driver's right.

It is well-known that it is a difficult matter to adjust a pair of brakes so that the tension or gripping qualities will be uniform on both. To overcome this we have equalizing devices on both the service and emergency brakes which automatically take up any inequality in the tension and cause the pressure to be applied equally on both brake drums. This not only adds materially to the efficiency of the brakes, but is a large factor in preventing skidding. Freedom of action is further facilitated by the double acting joints with which the pull rods are fitted.

The brake bands are lined with asbestos containing a reinforcement of fine copper wires. Practical tests have proven this to be the most serviceable material obtainable for this purpose.

WHEELS

The wheels are the best obtainable of the artillery type, made from well seasoned second-growth hickory with steel hubs. The spokes of which there are ten in the front wheels and twelve in the rear, are of ample dimensions to insure great strength.

Wheels are fitted with demountable rims.

FRAME

The frame is strong and substantially braced, made of pressed steel, channel section, with $2\frac{1}{2}$ -inch drop, so that the weight is carried closer to the ground yet not interfering with the clearance. Its width is 33 inches in the rear, reduced to 30 inches in the front, which permits a shorter turning radius. All cross members are hot riveted by pneumatic hammers, a process which prevents loosening of the rivets and parts.

BODIES

The artistic body designs which characterize Cadillac cars are made possible by a unique system of designing and manufacture. This application of the fine arts to motor car construction marks a long advance step.



The bodies are first modeled in wax. From the wax pattern a plaster cast is made and from this a die is made for stamping the different parts from sheet steel. They are substantially re-inforced and supported by hardwood frame work. The stamping is done by the latest improved process which overcomes the undesirable features characteristic of former processes.

All open bodies are of steel and closed types of aluminum.

FENDERS

The fenders are special Cadillac improved pattern, made in our own sheet metal division. They are strongly made, substantially attached to braces at flanges, leaving the surface free from rivet heads and are so designed that they will be found quite effectual in protecting the car and its occupants. They are finished in several coats of black enamel, each coat baked on at a high temperature and rubbed down before the succeeding coat is applied. This gives a finish which for durability is not excelled.

TIRES

The Standard equipment for Cadillac cars is U. S., Hartford or Morgan & Wright tires, 36x4½. Demountable rims and one extra rim are included.

FINISH

Cadillacs have always been noted for the excellence and durability of finish. As this work is done in our own plant we are able to give it the same careful supervision which characterizes all Cadillac workmanship.

The standard finish of open cars is Cadillac blue body and chassis, with fine light striping. The Torpedo will be finished in steel gray with black mouldings, black hood and black fenders, as an option, without extra charge.

The standard color of the Limousine and Coupe is Cadillac blue lower panels and doors, with upper panels and mouldings in black. Chassis and wheels Cadillac blue.

All trimmings are nickel plated.

The seats are luxuriously upholstered in selected full hides of hand buffed black leather, tufted over deep coil springs and fine quality genuine curled hair.

EQUIPMENT

Cadillac Mohair top including side curtains. Windshield. Delco Dynamo with 130 A. H. battery for automatic cranking device, electric lights and ignition. Also Delco distributor ignition system with dry cell current. Lamps, Gray & Davis, especially designed for Cadillac Cars, black enamel with nickel trimmings; two head lamps with adjustable bulbs to regulate light rays; two side lamps, tail lamp, Hans gasoline gauge on dash; horn; foot rail in tonneau of open cars; robe rail, tire irons, set of tools including pump and tire repair kit, cocoa mat in all tonneaux except closed cars. Warner speedometer with electric light.

CADILLAC TOPS

A Cadillac car is worthy of a Cadillac top. We manufacture our own tops because we want Cadillac users to have the best there is—something that will look well and wear well, something that will be in keeping and stay in keeping with the high quality of the car itself. They are given the same care that characterizes all Cadillac products.

They are so designed that they will give a well balanced and well proportioned outline, and the lines are in harmony with and give a rich finishing touch to the car.

The bows are the best selected ash with double steel sockets; the front and rear bows which sustain the greatest strain are substantially reinforced. Leather straps in front hold the top securely in position. The tops are well reinforced with webbing and padded with cotton wadding which aids materially in holding their shape.

The black mohair is the best material we can obtain for this purpose, durability, beauty and serviceability considered. It has a silky lustre that gives it a richness of appearance which no other material has.

With all tops we include side curtains, also a dust hood of same material to cover the top when laid back. When seat covers are ordered, we supply the dust hood of same material as seat covers. The underside of all dust hoods is made of rubber cloth to facilitate cleaning.

Side curtains are lighted with transparent material.



SPECIFICATIONS IN BRIEF

ENGINE—Long stroke, 4½-inch bore by 5½-inch stroke, four cylinder, four cycle; cylinders cast singly. Valves enclosed. Camshaft and generator shaft driven by silent chains from crankshaft. Five-bearing crankshaft, 2 inches diameter. Bearings, bronze with Babbitt lining.

HORSEPOWER—40—50.

COOLING—Water. Copper jacketed cylinders, copper inlet and outlet water manifolds. Centrifugal pump. Radiator, tubular and plate type of unequalled efficiency. Fan attached to motor, running on two point ball-bearings; center distance of fan pulleys adjustable.

IGNITION—Two complete and independent systems. Delco Dynamo which furnishes current for ignition, electric cranking device and electric lights. Automatic spark control. Also Delco Distributor system with dry cell current.

LUBRICATION—Automatic splash system, oil uniformly distributed. Supply maintained by mechanical force-feed lubricator with single sight feed on dash.

CRANKING DEVICE—Delco electrical, patented.

CARBURETOR—Cadillac, water jacketed, single adjustment, auxiliary air adjustment on steering column.

CLUTCH—Cone type, large, leather faced with special spring ring in flywheel. Clutch readily removable and extremely easy of operation.

TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears. Chrome nickel steel transmission shaft and clutch shaft running on five annular ball-bearings.

DRIVE—Direct shaft to bevel gears of special cut teeth to afford maximum strength. Drive shaft runs on Timken bearings. Two universal joints, the forward telescopic, each enclosed in housing and running in oil bath.

AXLES—Rear, Timken full floating type; special alloy steel live axle shaft; Timken roller bearings. Double torsion tubes arranged in triangular form affording unusual strength. Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and steering spindles. Upper ends of spindles fitted with Timken bearings.

BRAKES—One internal and one external brake direct on wheels, 17 inch x 2½ inch drums. Exceptionally easy of operation. Both equipped with equalizers.

STEERING GEAR—Our own patented worm and worm gear sector type, adjustable, with ball thrust bearings. 1½ inch steering post, 10 inch steering wheel with corrugated walnut rim, aluminum spider.

FRAME—Double dropped (2½ inch drop) pressed steel, channel section, width 30 inches in front, 33 inches in rear.

GEAR RATIOS—Touring Car, Six Passenger Car, Phaeton, Torpedo and Coupe, 2.43 to 1; options 3.00 to 1 and 3.34 to 1. Roadster 3.03 to 1; option 3.43 to 1. Limousine, 2.66 to 1; option 3.07 to 1.

WHEELS—Wood, artillery type, fitted with demountable rims, special large hub flanges and special strength heavy spokes. Rear wheel spokes bolted to brake drums. Demountable rims.

TIRES—30 inches by 4½ inches.

WHEEL BASE—120 inches.

TREAD—34 inches. Option 41 inches.

SPRINGS—Front, semi-elliptical 34 inches long by 4 inches wide; Rear—three-quarter platform; Sides, 40 inches long by 2 inches wide. Rear cross 39½ inches long by 2 inches wide.

CONTROL—Hand gear-change lever and emergency brake lever at driver's right, inside the car. Service brake, foot lever. Clutch, foot lever. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air adjustment, hand lever under steering wheel.

GASOLINE CAPACITY—Touring Car, Six Passenger Car, Torpedo and Limousine 21 gallons. Phaeton, Roadster and Coupe, 17 gallons.

OIL CAPACITY—6 quarts, sufficient for 600 to 900 miles.

BODIES—Touring Car, Six Passenger Car, Phaeton, Torpedo and Roadster, steel, improved process of manufacture. Limousine and Coupe, aluminum; all bodies with four doors.

UPHOLSTERING—Hand buffed black leather over genuine curled hair and deep coil steel springs.

RUNNING BOARDS—Linoleum covered, with metal binding.

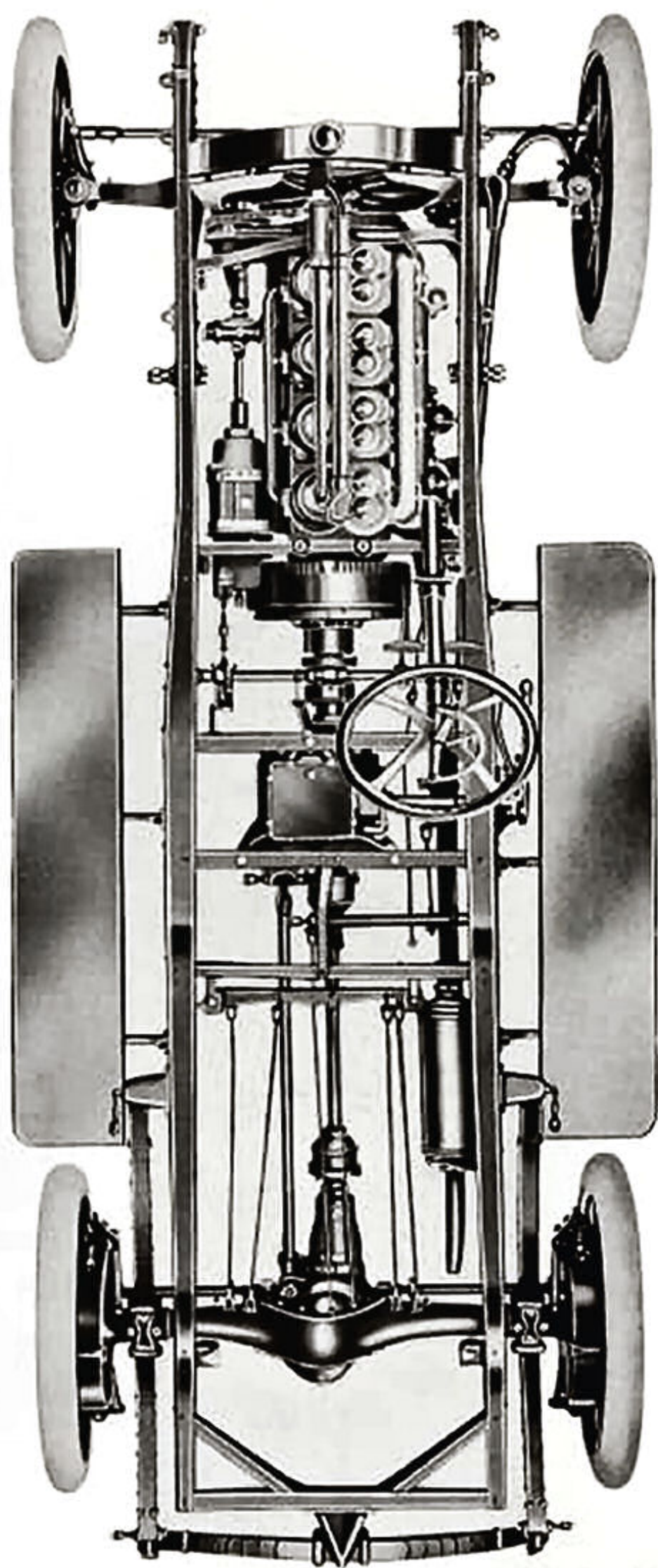
FINISH—Cadillac blue body and chassis, striped. Torpedo option, steel gray with black mouldings, hood and fenders.

STANDARD EQUIPMENT—Cadillac Mobile Top, Windshield. Dynamo with 120 A. H. battery for automatic cranking device, electric lights and ignition. Also Delco distributor ignition system with dry cell current. Lamps, Gray & Davis, especially designed for Cadillac cars, black enamel with nickel trimmings; two head lights with adjustable globes to regulate light rays; two side lights, tail light. Hays gasoline gauges on dash, horn; foot rail in tonneau of open cars, robe rail, tire irons, set of tools including pump and tire repair kit; room mat in all tonneaux except closed cars. Speedometer, Warner, with electric light.

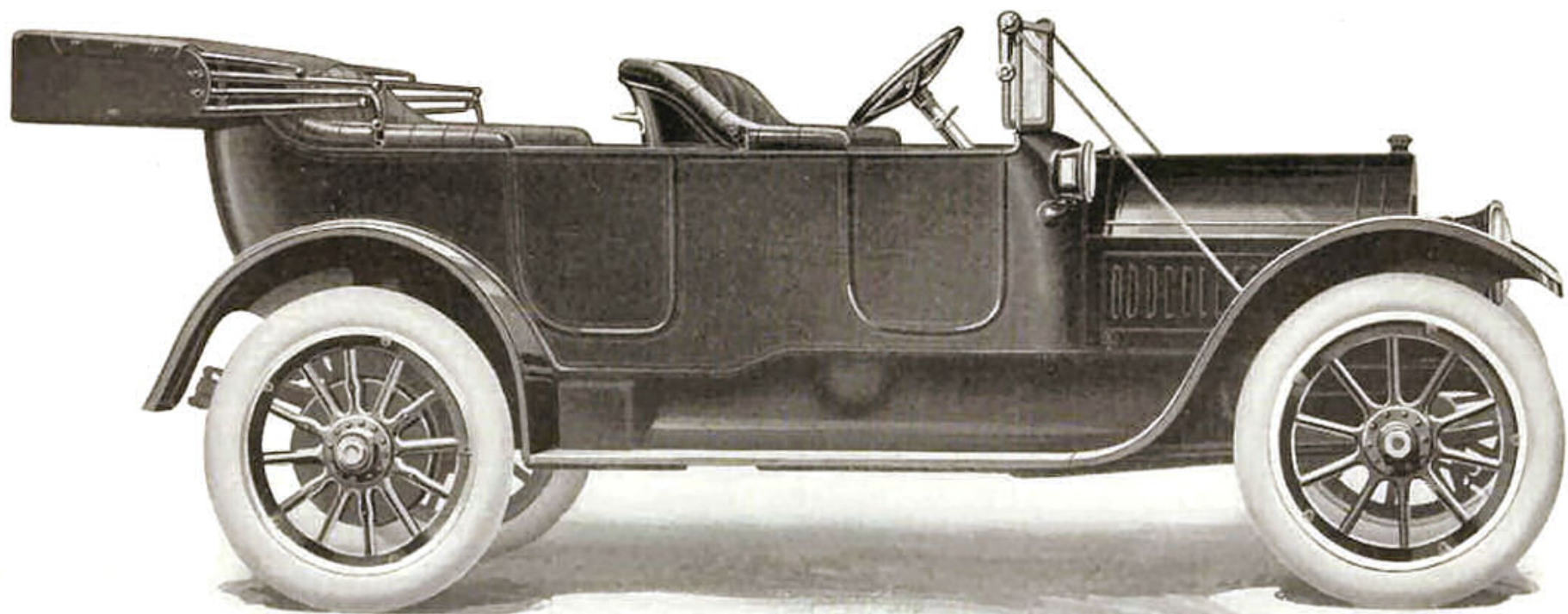
No allowance will be made for any part of standard equipment if ordered omitted.

NOTE—The Cadillac Motor Car Company reserves the right to make changes or improvements at any time without incurring any obligation to install same on cars previously sold.



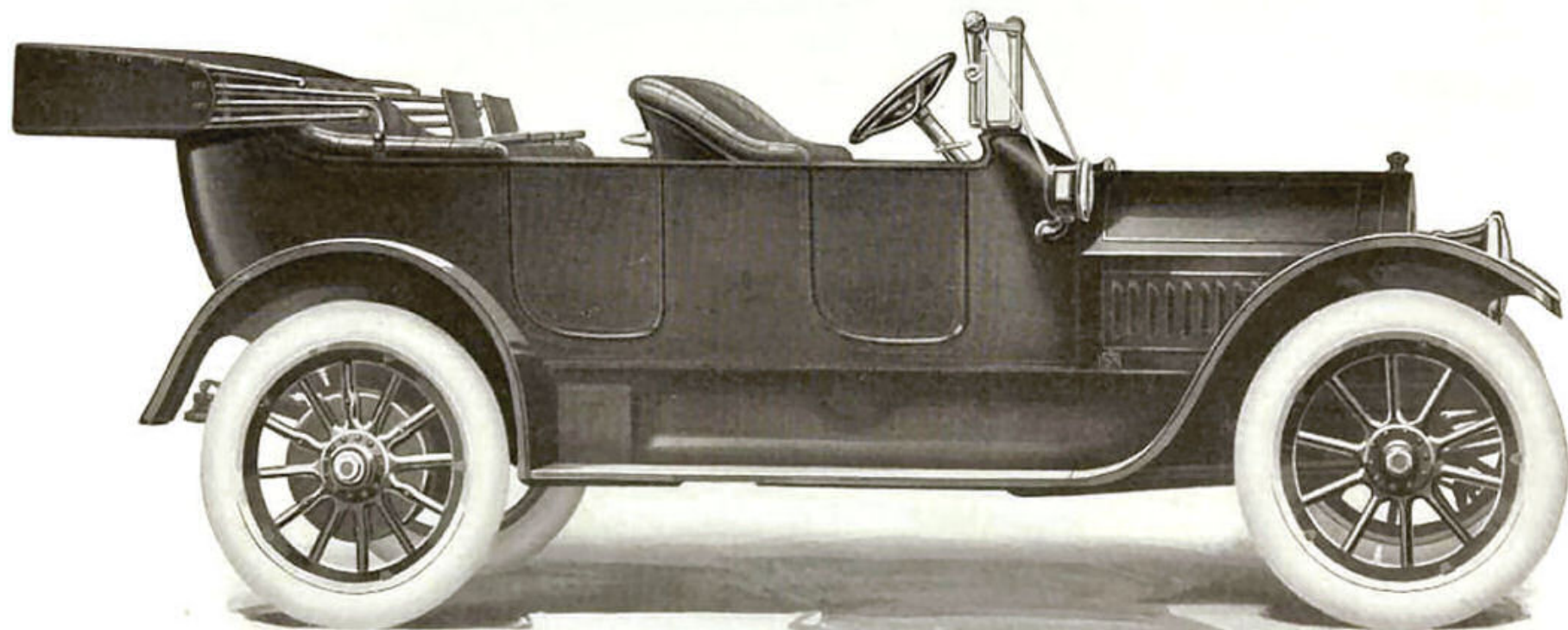


CHASSIS



CADILLAC TOURING CAR
Five passenger
Price \$1975, F. O. B. Detroit,
including standard equipment

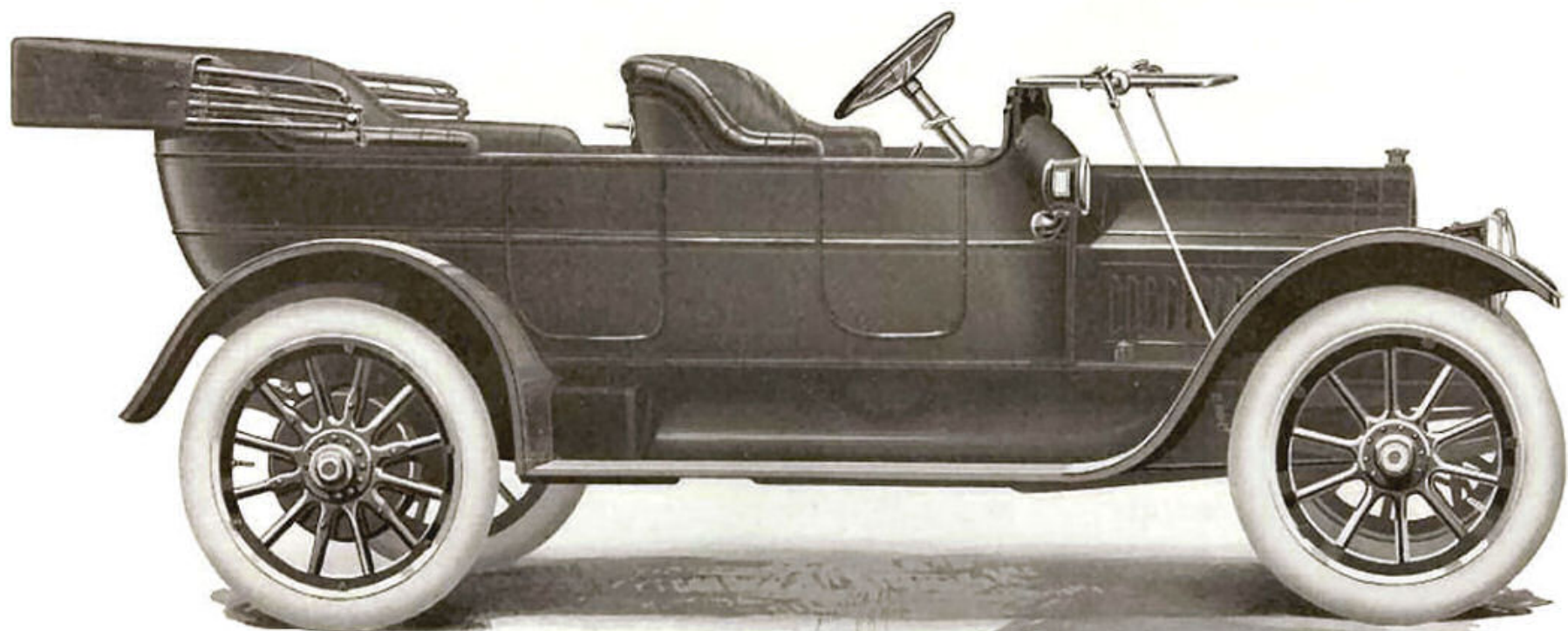




CADILLAC SIX PASSENGER CAR

Price \$2075, F. O. B. Detroit,
including standard equipment



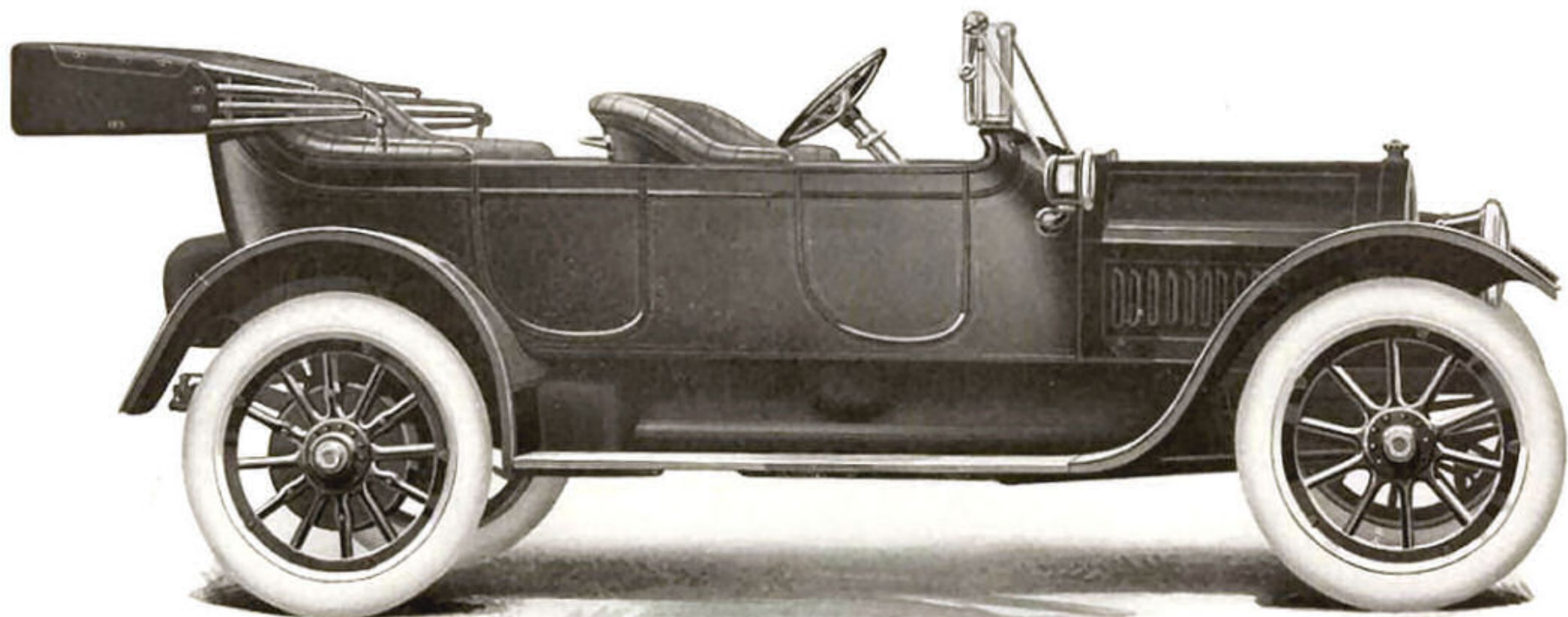


CADILLAC TORPEDO

Four passenger

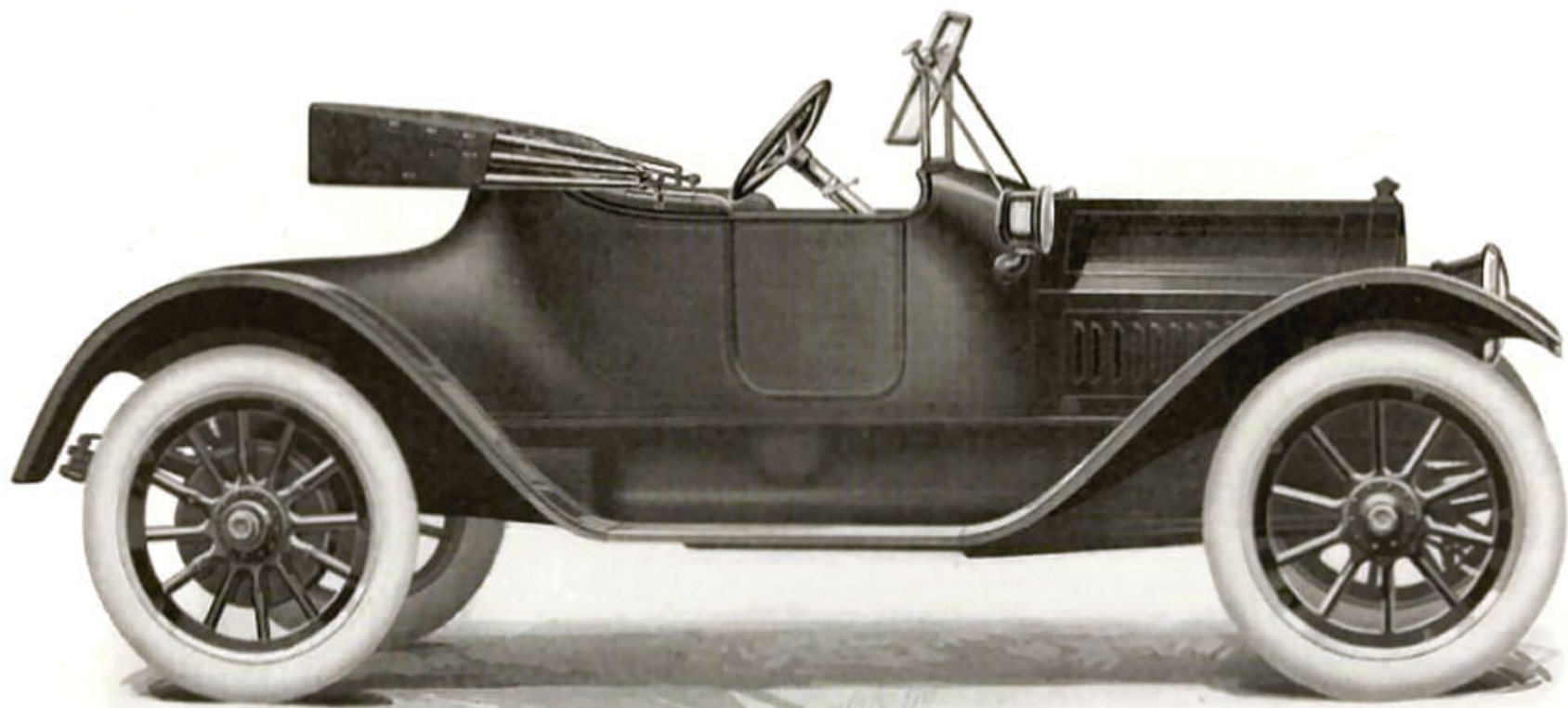
Price, \$1975, F. O. B. Detroit
including standard equipment





CADILLAC PHAETON
Four passenger
Price \$1975, F. O. B. Detroit,
including standard equipment



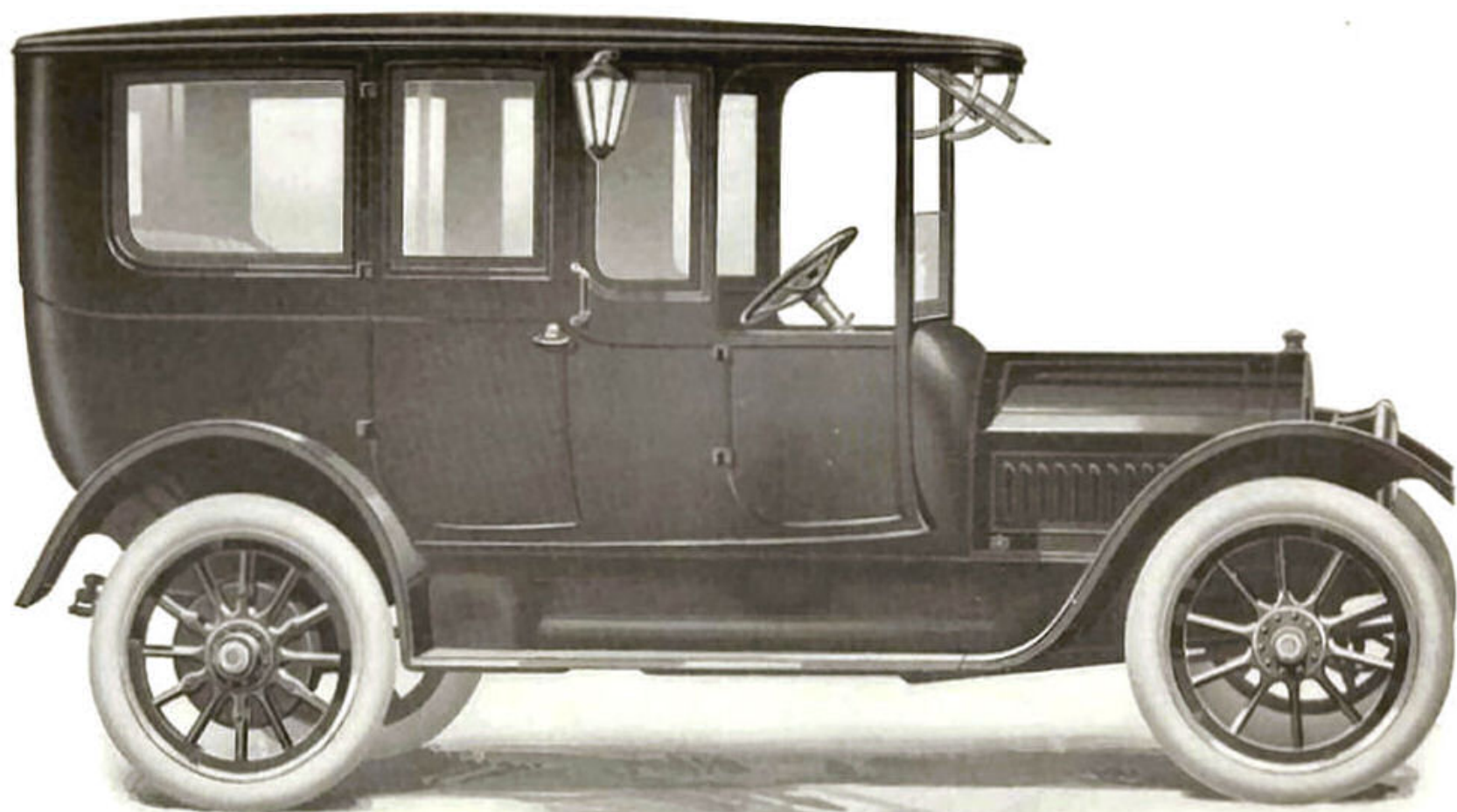


CADILLAC ROADSTER

Two passenger

Price \$1975, F. O. B. Detroit,
including standard equipment





CADILLAC LIMOUSINE
Seven passenger
Price \$3250, F. O. B. Detroit,
including standard equipment



CADILLAC LIMOUSINE

The Cadillac Limousine has rapidly advanced to the position of leadership of enclosed cars.

It finds its greatest sales among those who place luxury, comfort, ease, richness, taste, dignity, elegance and refinement above all price consideration, and are satisfied with nothing short of that which represents these qualifications in the highest degree.



The body is made of aluminum by the latest improved methods. The forward or driver's compartment, which is three-quarter enclosed, is upholstered in hand buffed, dull finished, deep grained black leather with French roll across front of cushions. The top deck above forward compartment is American black walnut. Floor boards are covered with gray linoleum with aluminum binding. Storm curtains are provided for unenclosed portion.

The rear or passenger compartment with its two revolving seats, which may be folded up close to sides of body when not in use, affords accommodations for five passengers.

This compartment is upholstered in best quality blue broadcloth, trimmed with broad and narrow lace to match. The seat cushion has over-stuffed front of latest French construction.

Window sash, heel boards and finish mouldings are American black walnut.



Glass is selected crystal plate $\frac{3}{8}$ inches thick, without bevel. Rear window is stationary, all others drop into pockets. Door windows are provided with stops for ventilating.

Window curtains are best grade silk, with silk tabs, operating on automatic rollers.

The lower portion of windshield is stationary, clear vision. The upper portion swings outward to any degree desired.

The interior fittings include speaking tube; rosewood lever lock handles; robe rail covered with goat skin on doors; two slip pockets on center partition, edges bound with narrow lace; toilet case.

The electric lighting equipment consists of two head lights, two pillar lights, two interior lights, tail light and speedometer light.

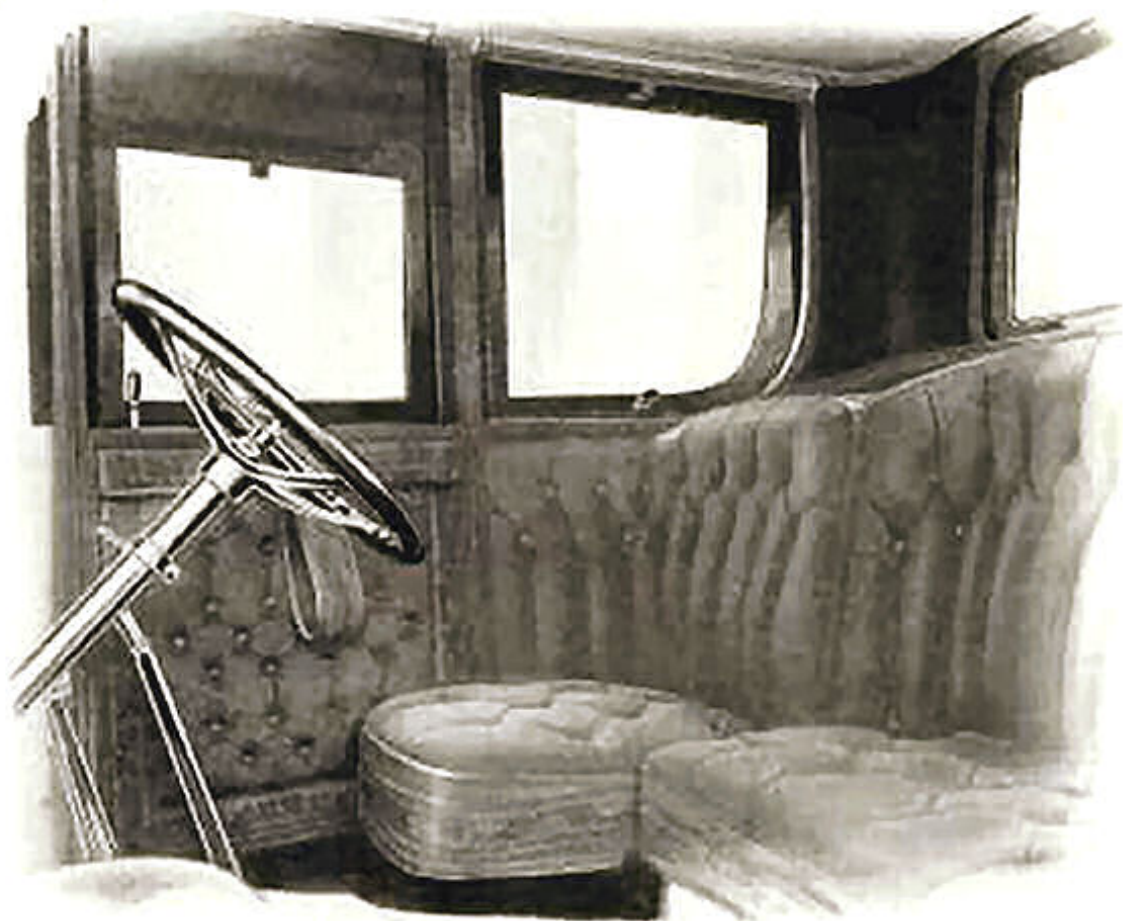
The doors, which open at angle of 100 degrees, are fitted with French head hinges, concealed knuckles and improved Yale locks.

The finish is the highest grade; doors and lower panels, Cadillac blue; upper panels and mouldings, black; chassis and wheels, Cadillac blue.

CADILLAC COUPE

The Cadillac Coupe is a worthy companion of the Cadillac Limousine. It is the leading car of its type.

The body is made of aluminum by the latest improved methods. There are accommodations for four passengers, two alongside the driver and one on drop seat in front. The driver's seat is hinged, permitting entrance at and exit from the right side of the car.



INTERIOR OF COUPE

The upholstery is in hand buffed black leather, trimmed with broad and narrow lace. The ceiling, sashes, heel board, hood shelves and finish mouldings are American black walnut.

The side windows and door windows drop into pockets; the rear and front quarter windows are stationary. Glass is $\frac{3}{8}$ " selected crystal plate, without bevel. Curtains are high grade silk with silk tabs, operating on automatic rollers.

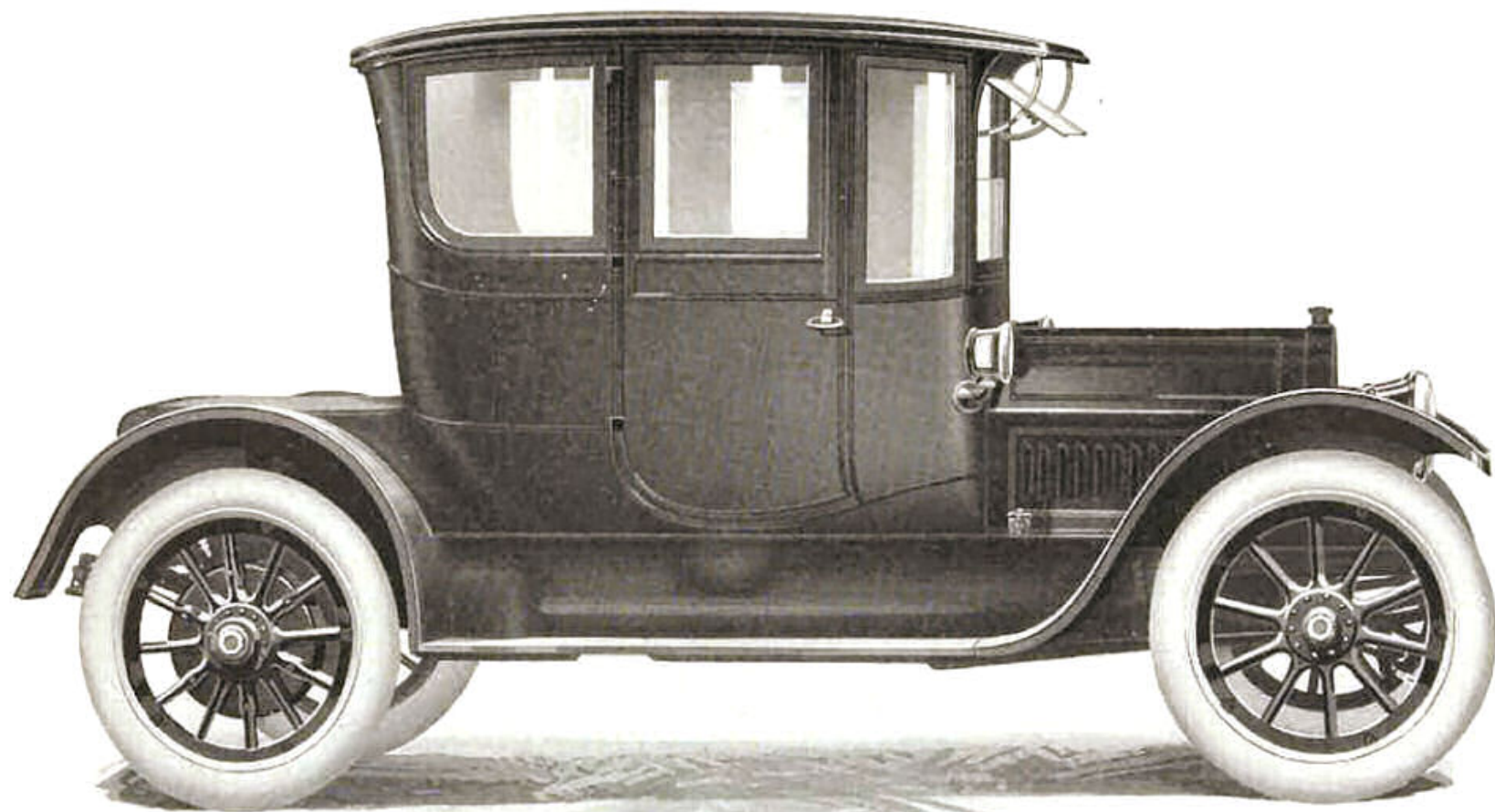
The lower portion of windshield is stationary, clear vision—the upper portion swings outward.

There is a compartment for small parcels back of driver's seat and space for suit case, tools, etc., under rear deck, which has hinged door on rear, with lock.

The electric lighting equipment consists of two head lights, two side lights, and tail light, also dome light and speedometer light.

Doors are fitted with stop hinges of latest French design, permitting door to open at angle of 100 degrees, and equipped with improved Yale locks.

The lower panels of body are finished in Cadillac blue; upper panels and mouldings black; chassis and wheels, Cadillac blue.



CADILLAC COUPE

Four passenger

Price \$2500, F. O. B. Detroit,
including standard equipment



EXTRAS

The following extra equipment will be furnished with Cadillac cars at prices quoted. These prices include fitting to car, unless otherwise stated. When equipment is ordered separate from car, no allowance will be made for fitting.

These extras are subject to withdrawal and prices subject to change without notice.

SEAT COVERS

We make on order, slip covers for seats, of material made especially for us.

To obtain a good fit it is important that they be fitted to the car before it is shipped from the factory.

For cars already shipped we will furnish slip covers cut to pattern, but cannot guarantee to fit as well as when fitted to body at the factory.

Prices on slip covers are as follows:

Six Passenger Car.....	\$65.00
Touring Car.....	50.00
Torpedo.....	50.00
Phaeton.....	47.50
Roadster.....	32.50
Linen covers for rear compartment seats of limousine.....	45.00
Linen covers for seats of Coupe.....	37.50

BUMPER

Cadillac Special Diamond Bumper, high grade, made to our specifications Black enameled with nickeled trimmings.....	15.00
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TRUNKS

Cadillac Special running board trunk (strapped securely to right hand running board), 13 in. wide, 10½ in. high, 36 in. long. Contains two suit cases.....	35.00
Kamlec Tire Trunk, with detachable hat rack for lady's hat, attached inside of spare rim and tire on rear of car.....	16.50

CLOCK

Boston clock, full jeweled movement, eight day, stem wind, in combination with speedometer, (Price of speedometer not included).....	55.00
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ELECTRIC HORNS

Klaxon, Type L.....	35.00
Tuto, long projector horn, finished in black enamel and nickel.....	25.00

POWER TIRE PUMP

Manzel Two cylinder power tire pump, with pressure gauge, safety valve and rubber tubing. Operated by sliding gears from generator driving shaft.....	25.00
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HANDY LAMP

Electric handy lamp with eight foot cord.....	2.00
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WEED CHAINS

Weed chains for 36"x1½" tires, per pair.....	8.00
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TIRE GUARANTY

All tires and rims used on Cadillac cars are guaranteed by their respective makers. In case of claims they should be sent to the factory or any of the branches of said makers (not to us) transportation charges prepaid.

PRICES on automobiles and parts are positively net f. o. b. Detroit.

DISCOUNTS—We do not allow discounts excepting to bona fide automobile dealers with whom we make annual contracts for quantities of cars and who are properly equipped to conduct their business successfully and serve the best interests of Cadillac owners.







CADILLAC 1701